

SBS  **25** YEARS
1998-2023
SWISS BUSINESS SCHOOL



www.sbs.edu

PMBA

**PERSONALIZED MASTER OF
BUSINESS ADMINISTRATION**

DEAN'S MESSAGE



BERT WOLFS,
D. Litt, PhD, MDP
(Harvard GSE)
Academic Dean

Dear Aspiring Leaders,

As the Academic Dean, it is my honor and pleasure to welcome you to the vibrant community of SBS Swiss Business School. You are about to embark on a journey that promises not just academic excellence, but a transformation into a leader equipped for the challenges and opportunities of the modern business world.

Our MBA program is meticulously crafted to enhance your innate leadership qualities. Here, you will engage with complex real-world business scenarios, developing skills that define influential leaders: strategic decision-making, ethical judgment, and a visionary approach to challenges. Our curriculum is designed to refine your ability to lead with confidence and competence.

A pivotal aspect of our program is the development of outstanding presentation and communication skills. We understand that the power of an idea lies not just in its conception but also in its delivery. Our experienced faculty and real-world business engagements will provide you with numerous opportunities to sharpen your ability to articulate ideas compellingly and persuasively, ensuring you stand out in any business setting.

Networking lies at the heart of business success, and our program offers unparalleled opportunities for advanced networking. You will connect with industry leaders, successful alumni, and peers from diverse backgrounds, each bringing a wealth of experience and perspectives. These connections will not only enrich your learning experience but also expand your professional network, opening doors to numerous career opportunities.

As you peruse this brochure, envision yourself mastering the art of leadership, communication, and networking. You are not just earning a degree; you are setting the foundation for a thriving career and a significant impact on the business world.

We are thrilled at the prospect of guiding and witnessing your transformation into a business leader. Welcome to SBS Swiss Business School, where your journey to leadership excellence begins.

Warm regards,
Dr. Bert Wolfs, Academic Dean

ACCREDITATION

SCHWEIZERISCHER AKKREDITIERUNGSRAT
CONSEIL SUISSE D'ACCREDITATION
CONSIGLIO SVIZZERO DI ACCREDITAMENTO
SWISS ACCREDITATION COUNCIL

Institution accredited pursuant
to HEdA for 2021 - 2028

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



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.



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



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



Accredited by a CHEA-Recognized Accrediting Organization Recognized by the U.S Department of Education

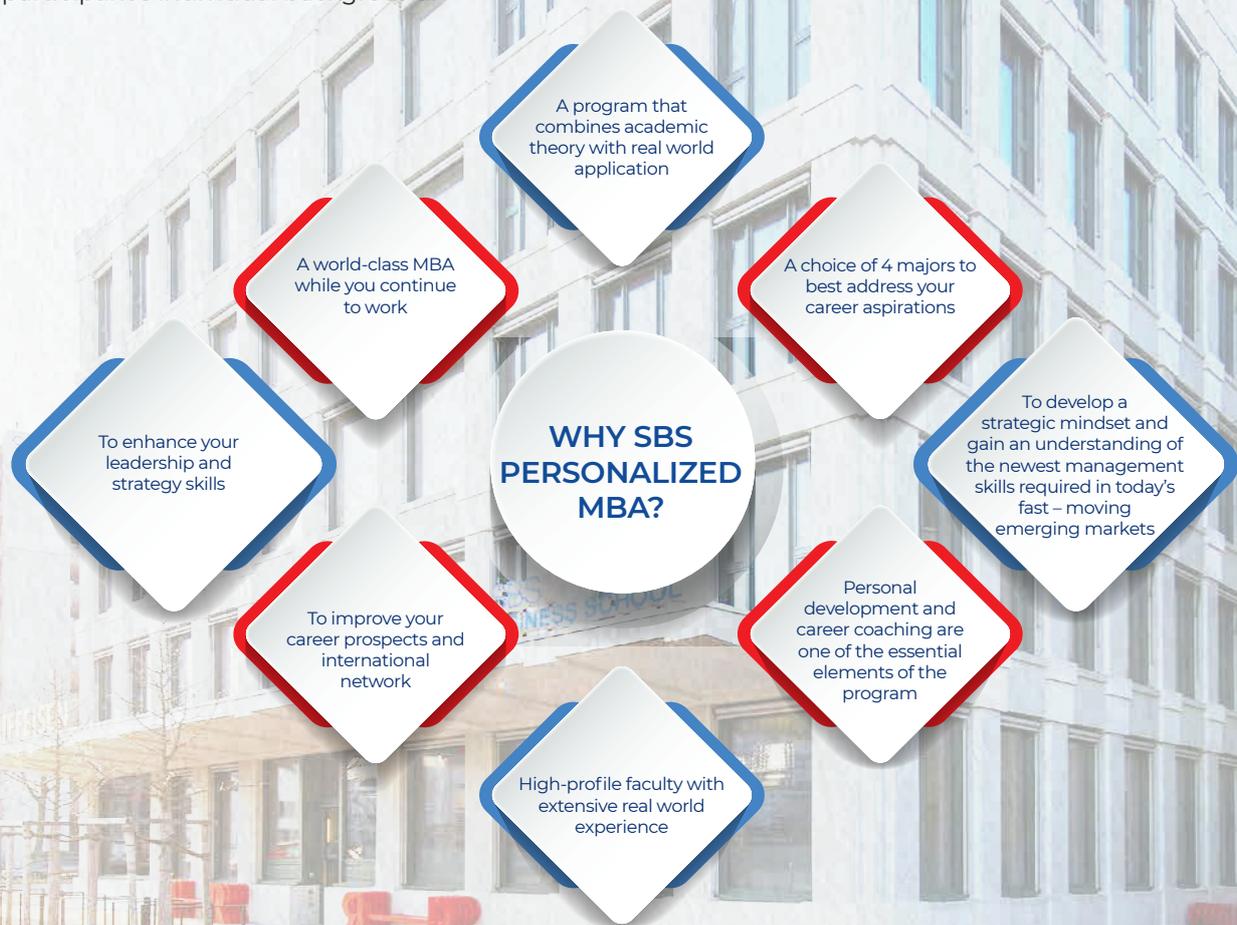
RANKING



OVERVIEW

Our Personalized MBA program is a part-time program tailored for professionals with at least two years of work experience. It has been developed to provide students with a specific set of skills and expertise in the field of International Management. In today's dynamic marketplace, successful working professionals must be innovative and entrepreneurial, combining a general knowledge of business functions with specific skills in their area of responsibility. The Personalized MBA program emphasizes face-to-face interaction, group projects and networking opportunities while considering each participant's individual background.

The combination of On-campus and Online modules allows every busy business professional to join this MBA program. On-Campus core modules last 4 weeks and face-to-face classes take place Friday through Sunday once a month for those on-site core modules. Major modules take place online, last 7 weeks and entail live webinar sessions. Students have the choice between the following four majors: International Management, Marketing, Entrepreneurship or Global Finance and Banking.



AVERAGE CLASS PROFILE



40%
Female



60%
Male

Age range
22-39



Average age:
31

Work experience range
5-14
years

8 years
Average work experience

THE PERSONALIZED MBA AT A GLANCE

- **SWISS STATE-ACCREDITED**
- **PART-TIME PROGRAM**
- **12 MODULES: 8 ONSITE, 4 ONLINE**
- **ONCE A MONTH ON CAMPUS CLASSES - FRIDAY TO SUNDAY** (FOR ONSITE MODULES)
- **1,5 YEARS** COMPLETION PERIOD
- **PERSONALIZED APPROACH**
- EMPHASIS ON **TEAMWORK** AND STUDY GROUPS
- STRONG FOCUS ON THE **CASE STUDY METHODOLOGY**
- **DUAL FOCUS** ON PERSONAL AND ORGANIZATIONAL DEVELOPMENT
- **MULTI-CULTURAL** ENVIRONMENT

TESTIMONIALS



“Completing my MBA at SBS Swiss Business School was a game changer! The global energy and diversity of my peers made every day exciting, turning the class room into a melting pot of ideas. I absolutely thrived on the thrilling case studies,

practical tools, and hands on learning. This MBA turbocharged my understanding of corporate set-up and complexities, giving me the strategic tools and knowledge to drive success. Very grateful for this dynamic and transformative experience that's elevated my business acumen to new heights.”

Adnan Osmani, PMBA
Class of 2021



“I was searching for a challenging high-level education and I chose SBS Swiss Business School as it is one of the top 10 best business schools for MBA in Europe. The lecturer's ability to share their own experience in order for the students to learn practical and theoretical knowledge at the

same time. The facilities of the school were outstanding. I would apply again for an MBA and wouldn't regret it not for a second, even for the offered price I think it's appropriate to the quality and excellence of the educational level.”

Megi Lundra, PMBA
Class of 2018



PERSONALIZED MBA CURRICULUM

8

CORE MODULES

ECTS

NEGOTIATIONS FOR BUSINESS SUCCESS	5
ECONOMICS FOR DECISION MAKERS	5
GLOBAL SUPPLY CHAIN AND PROJECT MANAGEMENT	5
CORPORATE STRATEGY AND INNOVATION	5
DIGITAL TRANSFORMATION	5
MARKETING STRATEGY AND ANALYSIS	5
SUSTAINABLE FINANCE AND ACCOUNTING	5
LEADERSHIP AND BUSINESS ETHICS	5
MASTER'S THESIS	30

4

MAJOR MODULES

GLOBAL FINANCE & BANKING

ECTS

Futures & Options	5
Decentralized Finance	5
International Business Finance	5
Statistics for Research	5

INTERNATIONAL MANAGEMENT

Digital Marketing & Social Media	5
Corporate Social Responsibility & Business Law	5
International Business Finance	5
Statistics for Research	5

MARKETING

Digital Marketing & Social Media	5
Retailing & Online Strategy	5
Buyers Behavior	5
Statistics for Research	5

ENTREPRENEURSHIP

Financing the Entrepreneurial Venture	5
Retailing & Online Strategy	5
Sustainable Family Business	5
Statistics for Research	5

&

TOTAL ECTS

90



“As a Senior Lecturer at SBS Swiss Business School, I am continually inspired by the vibrant, inquisitive minds of our students. Each day presents a new opportunity to engage

in stimulating discussions, challenging the status quo and fostering a deeper understanding of complex subjects. The dynamic interaction in our classrooms is not just about imparting knowledge; it’s a two-way exchange where I, too, learn and grow. Being a part of this enriching educational journey, contributing to the development of future leaders, is profoundly fulfilling. Witnessing students evolve into insightful, strategic thinkers capable of making a significant impact in their respective fields is both my privilege and passion.”

Dr. Michael Gerlich
Senior Faculty



Faculty

Faculty members are experienced professionals in their areas of specialisation. Courses are therefore practical oriented, constantly upgraded and student centered.

Dr. Michael Krey

PhD (Plymouth University), MSc
Digital Transformation

Dr. Barbara Kasper

PhD (University of Tübingen), MBA
Sustainable Family Business

Dr. Madina Kukenova

PhD (University of Lausanne), MBA
Economics for Decision Makers

Dr. Roman Borboa

PhD (University of Arizona)
Leadership & Business Ethics

Mr. Simon Bracher

BComm, CA, FCA, PgDip Oxford
Sustainable Finance & Accounting

Dr. Joseph Brady

DBA (SBS Swiss Business School), MBA
Negotiations for Business Success



PMBA ADMISSIONS REQUIREMENTS

- Hold an undergraduate degree (Bachelor) from a recognized university or equivalent
- Successful completion of SBS Admissions Exam (if applicable)
- Applicants who do not have a Bachelor's degree in a business-related field will be asked to successfully complete the SBS Level Up courses (free of charge)
- Fluency in English at a minimum TOEFL IBT level of 90 or IELTS 6.5 band score
- Minimum of two years of work experience
- Successful completion of a personal interview online with our Admissions Officer

HOW TO APPLY

COMPLETE THE ONLINE APPLICATION FORM INCLUDING:

- CURRICULUM VITAE (CV)
- OFFICIAL COPY OF BACHELOR'S DEGREE
- OFFICIAL ACADEMIC TRANSCRIPTS
- PROOF OF ENGLISH PROFICIENCY (else SBS English exam)
- REFERENCE LETTER (professional)
- PAYMENT OF APPLICATION FEE (CHF 150)
- ONE HIGH-RESOLUTION PICTURE (Passport photo style)
- COPY OF PASSPORT OR ID

www.apply.sbs.edu



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.

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 4.00 or higher. Total number of courses transferred should not exceed 1/3 of the courses within SBS Swiss Business School's PMBA program.

TUITION FEES

Tuition fees can be paid in full or in installments according to the payment plan below:

APPLICATION FEE*	CHF	150.-
ADMINISTRATION FEE*	CHF	3'500.-
PER MODULE (12 MODULES IN TOTAL)	CHF	2'400.-

TOTAL FEE: CHF 32'450.-

We offer a 5% discount on full payment at the start of the program.

*One-time non-refundable fees.

EXCELLENCE IN HIGHER EDUCATION

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
Linkedin: www.linkedin.com/company/sbs-swiss-business-school
Youtube: www.youtube.com/user/SwissBusinessSchool
Instagram: www.instagram.com/sbs_swissbusinessschool
Tiktok: www.tiktok.com/@sbsswissbusinessschool



We are here:
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