

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



[www.sbs.edu](http://www.sbs.edu)

**EMBA**

**EXECUTIVE 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

On-Campus Executive MBA program is tailored for mid to senior-level professionals with significant work experience. The program has been designed for individuals who seek an advanced degree to enhance their leadership and management skills. A minimum of 5 years of managerial experience is required to ensure that participants have a wealth of practical

knowledge at executive level to contribute to the class discussions. This program emphasizes face-to-face interaction, group projects and networking opportunities while considering each participant's individual background. On-Campus classes will take place Friday through Sunday once a month.



# AVERAGE CLASS PROFILE



**35%**  
Female



**65%**  
Male

Age range  
**32-48**



Average age:  
**41**

Work experience range  
**12-25** years

**19** years  
Average work experience

# THE EXECUTIVE MBA AT A GLANCE

- **SWISS STATE-ACCREDITED**
- **PART-TIME PROGRAM**
- **12 MODULES: 11 ONSITE, 1 ONLINE**
- **ONCE A MONTH ON CAMPUS CLASSES - FRIDAY TO SUNDAY** (FOR ONSITE MODULES)
- **12 MONTHS** 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 Executive MBA significantly expanded my corporate career. It transitioned me from being solely an expert to taking on new roles across the business landscape. The knowledge gained in this program allowed me to reflect on the skills and experiences I'd accumulated throughout my

corporate career, helping me elevate my career satisfaction. I also had the opportunity to expand my network by connecting with like-minded alumni who value personal development in the business domain. Enrolling in this program was the right choice for me at this stage in my career, and the SBS learning approach made it manageable to maintain a work-life balance."

**Bradley Stephenson**, EMBA  
Chair of Alumni Board  
Class of 2018



"I enrolled in the in-person SBS Executive MBA program March 2019. I was particularly attracted to the SBS program for the convenient schedules and focus on small class sizes of students with diverse backgrounds.

Despite the challenges presented by COVID, I had an incredible experience. The program covered a wide variety of important topics, and hit a great balance between theory vs. practice and individual assignments vs. collaborate group work, presentations, etc. I made many friends who I still regularly keep in touch personally and professionally.

Following completion of the program, I was able to pursue a new career path and am now working as an executive in the technology sector.

I enjoyed my SBS experience so much that we launched a series of Executive Education courses together based on my previous experience in commodities trading. I now teach part time at SBS and try to help inspire the next wave of business professionals, like my professors did for me."

**Joe Kenel**, EMBA  
Class of 2021



# EMBA CURRICULUM

	<b>ECTS</b>
ENTREPRENEURSHIP AND CORPORATE VENTURING	5
INTERNATIONAL BUSINESS AND MANAGEMENT SIMULATION	5
BUSINESS ANALYTICS	5
CORPORATE FINANCE	5
DIGITAL MARKETING AND SOCIAL MEDIA	5
MANAGERIAL ACCOUNTING	5
NEGOTIATIONS FOR BUSINESS SUCCESS	5
LEADERSHIP AND CHANGE MANAGEMENT	5
STRATEGY AND SUSTAINABILITY	5
MANAGERIAL ECONOMICS	5
INTERNATIONAL FINANCIAL MANAGEMENT	5
RESEARCH METHODS AND DATA SCIENCE (ONLINE)*	5
MASTER'S THESIS	10
<b>TOTAL ECTS:</b>	<b>70</b>

*\* Organized around October each year*



“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  
Leadership and Change Management

### **Dr. Barbara Kasper**

PhD (University of Tübingen), MBA  
Strategy and Sustainability

### **Dr. Madina Kukenova**

PhD (University of Lausanne), MBA  
Managerial Economics

### **Mr. Daniel Zou**

MBA (Cornell University)  
Business Analytics

### **Mr. Simon Bracher**

BComm, CA, FCA, PgDip Oxford  
Managerial Accounting

### **Dr. Michael Gerlich**

PhD, MBA (Cambridge)  
International Business and Simulation Game



# EMBA 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
- Substantial (not less than five years) experience at executive / managerial level
- 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](http://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 EMBA 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 ONSITE MODULE (11 MODULES IN TOTAL)	CHF	2'200.-
ONLINE MODULE	CHF	500.-
<b>TOTAL FEE:</b>	<b>CHF</b>	<b>28'350.-</b>

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**



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Youtube: [www.youtube.com/user/SwissBusinessSchool](http://www.youtube.com/user/SwissBusinessSchool)  
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Tiktok: [www.tiktok.com/@sbsswissbusinessschool](http://www.tiktok.com/@sbsswissbusinessschool)



**We are here:**  
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