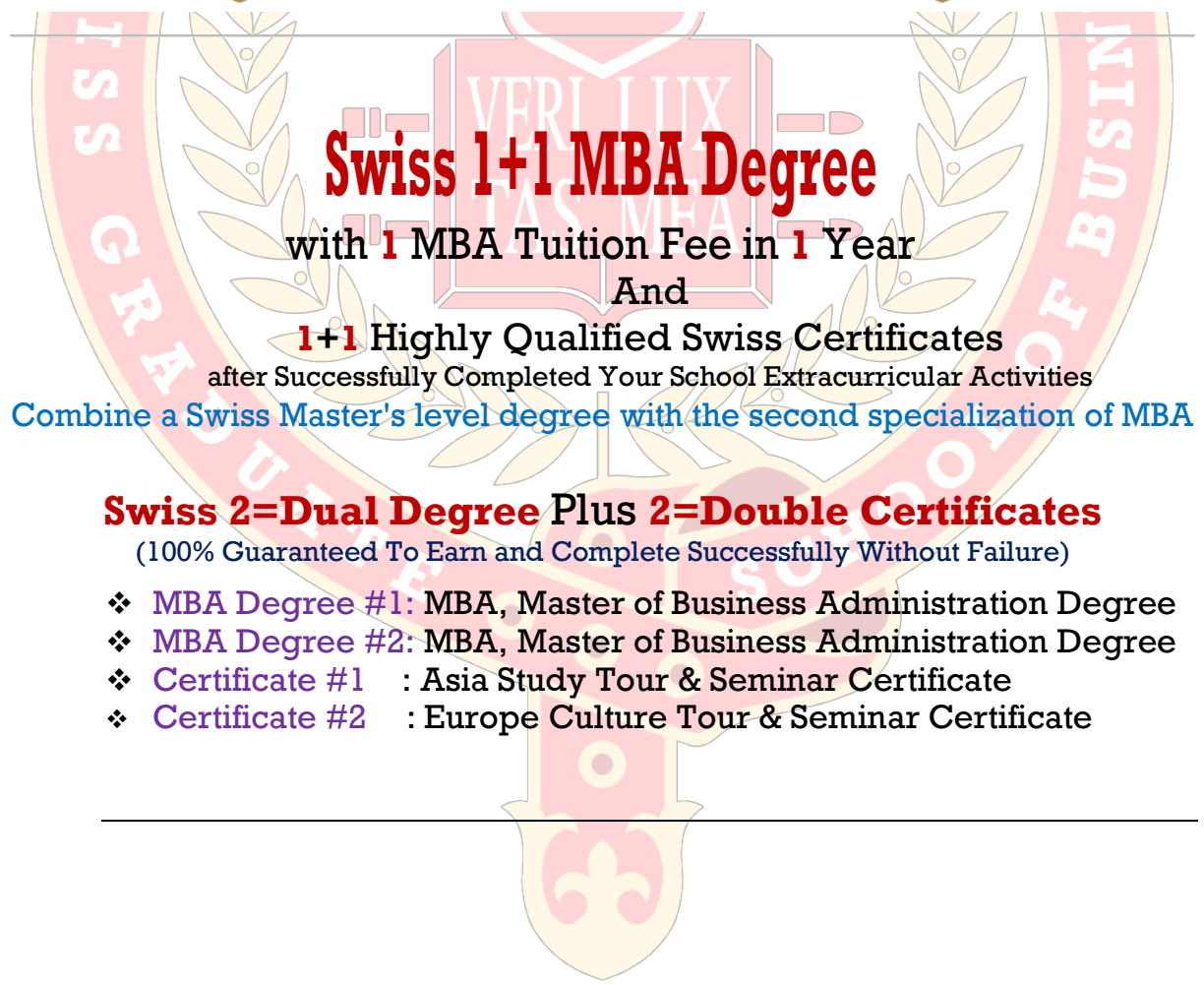


Swiss Dual MBA Program

Swiss Double MBA Degree

www.sgsb.swiss

Swiss Graduate School of Business



Swiss 1+1 MBA Degree
with **1** MBA Tuition Fee in **1** Year
And
1+1 Highly Qualified Swiss Certificates
after Successfully Completed Your School Extracurricular Activities
Combine a Swiss Master's level degree with the second specialization of MBA

Swiss 2=Dual Degree Plus 2=Double Certificates
(100% Guaranteed To Earn and Complete Successfully Without Failure)

- ❖ **MBA Degree #1:** MBA, Master of Business Administration Degree
- ❖ **MBA Degree #2:** MBA, Master of Business Administration Degree
- ❖ **Certificate #1** : Asia Study Tour & Seminar Certificate
- ❖ **Certificate #2** : Europe Culture Tour & Seminar Certificate



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The Swiss 2=Dual MBA Degree Program



Stay in touch with our specialist concerning your Swiss Dual degree program administrator for your efficacious (=efficient and effective) outcomes.

Engaging in higher business and management degree learning is important

in so many ways from supporting business career aspirations to personal wellbeing and achievement. We'd love to share our business insights, guaranteed multiple degree achievement as you put higher goals plus helpful and guaranteed academic information we think you'd find useful and mutually agreed and signed partner universities for the academic degree exchange program and ideas from our renowned academics, various extracurricular activities & attainable ECTS credits points events you might keep as unforgettable life-lasting memories to attend as well as information on current and future programmes we are launching, updating and innovating. Your successful acquiring degree and qualified certificates are fully obtaining and altogether guaranteed by our school.

The Swiss 2=Dual MBA Degree

Key Profits - Benefits

- Learning in a dynamic environment in Switzerland with a multicultural student body and faculty with real world experience;
- Providing practical skills to advance personal and professional goals;
- Exploring the latest business theories and practices;
- Gaining insight into global businesses, their management and operations.
- Effectively earning double MBA degree and double certificates, which will help for your resume (curriculum vitae) in 9 months, without wasting time, without

wasting supplement money, saving your precious time.

The Swiss Dual MBA Degree Program at Swiss Graduate School of Business in Switzerland (www.sgsb.swiss) allows students to earn their Double MBAs in shortest period of learning time with high effectiveness. This program fully integrates and uniquely designed including indoor and outdoor activities into a rigorous international MBA degree program and allows for students to earn two additional masters with our partner universities. It provides opportunities to study in Switzerland.

The MBA in Management with diverse specializations to earn Double Degrees is a multi-combination with in-class learning

program and outdoor extracurricular activities with seminars to earn extra credits, to reduce your learning period for a general management MBA that allows you to study international business from a



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European and global perspective and get experience from leading companies while your study tours. It is a Double degree based in Switzerland.

More detail for your degree with two separate majors will be consulted while having an interview with your Academic Program Dean to select for learning to study more effectively, shorter and more efficient study sessions, and eventually, better and outstanding grades, best outcomes. It's absolutely customized degree program.

With a mixture of academic periods on different campuses, in-company internships (option), and unique multicultural experience with a great diversity in the student body, this Double

MBA degree aims to comprehensively prepare you for a wide range of career possibilities all focused on global business. While the First and Second semesters cover the fundamentals of business and management, the two times Third semester on will be devoted to two MBA specialization, qualifying you for a future position.

The co-developed curriculum is delivered by faculty members from partner universities reflecting the complexity of today's global business life. This triple perspective on international management, situations and processes gives you the tools to adapt in multiple countries and to the various professional challenges of your future career.

You'll benefit from a truly exclusive approach to learning and most effective outcomes.

Swiss 2=Dual Degree To Be Successful.

General Description | Program Details



Information:

SGSB MBA & MASTER Degree and ECTS Credits Points Introduction:

- Quadruple 4 MBA & Master (2 MBAs + 2 MSc or MA) : 180 ECTS + *SGSB EA + *MBA Master Thesis or Capstone Project
 1MBA(2-Semester)+1MBA(1 Semester)+1MSc(1 Semester)+1MA(2-Semester)
 Four Degree in 6-Semester
- Triple 3 MBA & Master (2 MBAs + 1 MSc or MA) : 120 ECTS + *SGSB EA + *MBA Master Thesis or Capstone Project
 1MBA(2-Semester)+1MBA(1 Semester)+1MSc (1 Semester)
 Three Degree in 4-Semester
- Dual 2 MBA (Total 1+1=2 Double MBA) : 90 ECTS + *SGSB EA + *MBA Master Thesis or Capstone Project
 1MBA(2-Semester)+1MBA(1 Semester)+1MSc (1 Semester)
 Two Degree in 3-Semester
- MSc (Master of Sciences) in 3 Semesters : 90 ECTS
- MA (Master of Arts) in 3 Semesters : 90 ECTS



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- MBA (Master of Business Administration) in 2 Semesters : 60 ECTS
- Pre-Master's Program in 2 Semesters : 60 ECTS
- Diploma of Advanced Studies Program in 1 Semester : 30 ECTS
- Second MBA Specialized (Major) Degree : 30 ECTS

- *MBA Master Thesis or Capstone Project : 15 ECTS
 Percentage of the Module Grade Relative to the Final Grade for the Program
 15 ECTS from MBA 60 ECTS = 25.00%
 will be credited toward your Double degree
 Master's theses may be worth 6, 12, 18, 24, or 30 ECTS credits

- Various Multiple Extracurricular Activities during the period of 3 Semesters : 30 ECTS
- Certificate Program : 10 ECTS



- Two Double MBA degree with Two Specialized Majors from Switzerland, Plus
- Two specialized Certificates from Switzerland, Included ECTS Credits Points Value from Various Activities

Obtain Total Credits (In-Class & Outdoor Class, Seminar) :

- **Included:** Extracurricular Activity for Asia Study Tours & Seminar, which represents a valuable professional experience for your CV at the same time. Asia Study Tour is a great way to gain ECTS credits towards your degree, experience new cultures and gain a competitive edge before you graduate.
 - Mandatory Extracurricular Activities*
 - Memo: Visit to See the Breakdown of Tuition Fees and other Fees
- **Included:** Extracurricular Activity for Europe Culture/Study Tour & Seminar, which represents a valuable professional experience for your CV at the same time.
 - Mandatory Extracurricular Activities*
 - Memo: Visit to See the Breakdown of Tuition Fees and other Fees
- Global MBA Experience #1 - Fall Semester Orientation, Welcome Ceremony
- Extracurricular Activities: **Fall Semester**
 - Weekend City-Break #1, Out-door Class Activity Credits
 - Weekend City-Break #2, Out-door Class Activity Credits
 - Weekend X-Mas Market #3, Out-door Class Activity Credits
 - Weekend 3-Day Ski-Leisure #4, Out-door Class Activity Credits
- Global MBA Experience #2- Fall Semester Closing Ceremony
- Extracurricular Activities: **Spring Semester**
 - Weekend City-Break #5, Out-door Class Activity Credits
 - Weekend City-Break #6 Out-door Class Activity Credits



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- Extracurricular Activities: **Summer Semester**
 - Weekend City-Break #7, Out-door Class Activity Credit
 - Weekend City-Break #8, Out-door Class Activity Credits
 - Weekend City-Break #9, Out-door Class Activity Credits
- **Included:** Swiss Seminar, Workshop, Company, Industry Visits
- **Included:** Thesis or Capstone (*Master's thesis worth 15 ECTS credits in the subjects covered by the compulsory modules.)

Study Type / Class Style:

- On Campus / Full-Time In-class Attending
- Various Extracurricular Activities – Outdoor class activities
- Seminars / Workshops
- 2 Study Tours
- Overseas Study

Duration / Total Length:

- 11 Months

Total Tuition Fees;

- CHF.10,000 / Semester (Fall, Spring and Summer semester)
- CHF.30,000 / 3-Semester / 2-Degree / 2-Certificate / Switzerland
- Memo: Visit to See the Breakdown of Tuition Fees and other Fees
- Optional Instalments:
 - Option #1: 1 instalment : CHF.25,000 x 1 = **CHF.25,000**
 - Option #2: 2 instalments : CHF.14,000 x 2 = **CHF.28,000**
 - Option #3: 3 instalments : CHF.10,000 x 3 = **CHF.30,000**

Swiss 2=Dual MBA Degree:

- 1) Degree #1 : **Switzerland** | MBA, Master of Business Administration Degree
- 2) Degree #2 : **Switzerland** | MBA in Strategic Management (or Marketing) Degree
- 3) Certificate #2 : Asia Study Tour & Seminar Program Certificate
- 4) Certificate #3 : Europe Culture Tour & Seminar Program Certificate

Earliest Start Dates:

- 1st week Monday, June 2020 : Summer Semester
- 1st week Monday, October 2020 : Fall Semester
- 1st week Monday, February 2021 : Spring Semester

Swiss 1+1 MBA Degree

with **1** MBA Tuition Fee

Combine a master's degree with our one-year MBA

And

1+1 Highly Qualified Swiss Certificates

Swiss 2=Dual Degree

Plus



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(100% Guaranteed To Earn and Complete Successfully Without Failure)



How to Apply:

- You must submit individual applications for the Dual MBA's degree and the MBA programme by the relevant deadlines.

Application Deadlines (for Swiss 2=Dual Degree):

- 15 January 2020 for Spring semester, February.
- 15 May 2020 for Summer semester, June.
- 15 August 2020 for Fall semester, October.
- 15 January 2021 for Spring semester, February.
- 15 May 2021 for Summer semester, June.

All Languages:

- English

Studying Pace / Program Type / Time commitment:

- Full-time

Mandatory Extracurricular Activities*:

- See the Breakdown of tuition fee and other fees

Popular Focus Areas:

- Management
 - Luxury Brand Management
 - Strategic Management
 - Event Management
 - Project Management
- Strategy
- Marketing
- Tourism
- Leadership
- Entrepreneurship
- Family & Small Business
- HRM

Program Fast Facts Summary:



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- Obtain Two MBA degrees and Two specialized certificates
 - Earning degrees from Switzerland
 - Choosing your preferred Two majors / specializations
- Qualified MBA students holding a BBA or Bachelor's degree
 - Including transferred students
 - Participating at two Mandatory extracurricular activities for Asia Study tour & seminar, and Europe Culture tour & seminar from Extracurricular
- Study international management based in Switzerland.
- MBA Specialization: See the list of 15 majors (Selecting majors can be adjusted by the local universities' condition.)
- Optionally you can practice with in-company internships for 3 months
- Bringing great diversity to the classroom and practice cross-cultural knowledge
- Access to global networks
- Get an unforgettable experience.

Activities and field trips. (See the Breakdown of tuition fee and other fees)

A unique one-year Academic Learning experience

The Swiss 1+1 MBA programme is an opportunity for talented individuals to combine a Master's degree from selected Swiss Graduate School of Business with our one-year MBA. As the global business environment becomes increasingly complex and interconnected, this powerful combination allows you to gain deep knowledge and expertise in your specialist fields, as well as developing a comprehensive understanding of business, exceptional leadership skills and practical experience. You will have full access to the career and professional development resources of the business school throughout your learning period of time in Swiss Graduate School of Business. You will become a dynamic leader who is able to use management practices to translate specific knowledge into practical applications with wide-reaching impact.

understanding of business, exceptional leadership skills and practical experience.

You will spend your first and second semester completing a Master's in your chosen discipline before joining the MBA specialization in your third semester. As soon as you start the 1+1 MBA, you will become an integral part of our diverse community, developing strong relationships with current MBA students, international alumni, prominent academics, and expert practitioners.

Broaden your business skills as Swiss Graduate School of Business MBA student. Our curriculum of core business principles and tailored elective courses will help you to extend the learnings from

your MBA's degree and accelerate your career. As an SGSB 1+1 MBA student, you will have access to the network of Swiss Graduate School of Business from day one.



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Capstone Project

All modules in the MBA programs

Qualification and Educational Objectives

A capstone project is a culminating activity that allows MBA students to demonstrate the knowledge and skills they have acquired during their MBA studies. It engages students in a project that focuses on an interest, career path, or academic pursuit that synthesizes different components of their master studies and applies them to a real-life management perspective. It can take the form of a business plan or consulting project

The module capstone project consists of two components: a capstone thesis and a capstone thesis defense.

Students will indicate that they are capable of applying their key knowledge and skills to one or more area(s) of personal interest and/or managerial issues, by planning, completing, and presenting a capstone thesis under the supervision of an academic supervisor. Students should be able to critically analyze and solve practical problems by applying academic research methods which strongly support the real-life management decision processes.

During the capstone thesis defense students have to present their project findings and demonstrate that they are not only capable of independently producing a capstone thesis but also that they can justify their findings and recommendations in accordance with academic and managerial requirements.

- **Written Assessment- Capstone Thesis Research and Writing** : 90%
Capstone Thesis, approx. 40~60 pages
- **Oral Assessment - Capstone Thesis Oral Defense** : 10%
Capstone Thesis Defense including Q & A, 45 minutes (10 %)

Duration/Working Hours : 450 Hours
Research/academic writing of Capstone Thesis and Capstone Thesis Defense

ECTS Credits Points : 15 ECTS
Percentage of the Grade Relative to the Final Grade for the Program : 25%
15 ECTS from MBA 60 ECTS = 25.00%

Remarks: MBA / Master's theses may be worth 6, 12, 18, 24, or 30 ECTS credits

Admission Requirements:

Capstone Thesis:
Completion of modules totaling a minimum of 30 ECTS

Capstone Thesis Defense:
Submitted Capstone Thesis



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Course Description:

Capstone Thesis:

The MBA students independently prepare the written capstone thesis. The aim of the Capstone Thesis is to effectively apply the knowledge acquired throughout the MBA course to an academic paper that has a thematic reference to the MBA course. The thesis can take the format of a business plan or a consulting report. The thesis is an independent piece of work, that, with the guidance of a supervisor, seeks to

scientifically analyze and critically discuss a chosen issue, and suggest possible solutions. The chosen topic from the student's area of specialization should demonstrate their acquired competence in the functional area, yet also enrich and round out the student's scientific knowledge. This will optimally prepare the student for the needs of their future career path.

Capstone Thesis Defense:

The Thesis Defense is done after handing in the capstone thesis. This will take place at the invitation of the supervisor. A second examiner will also be present alongside the supervisor. The students have to prove that they have independently produced the content in the Capstone Thesis by providing a detailed presentation of their project.

The Thesis Defense presentation should consist of the most relevant information from the report (including methodology, research, project outcomes, and recommendations), and is followed by a question-and-answer round led by the supervisor.

Course Objectives and Outcome:

Capstone Thesis:

The students demonstrate their skills in producing an academic paper transferring the competences acquired

during their MBA studies, as well as their acquired knowledge of a practical problem and its solution.

The Capstone Thesis follow the following criteria:

- The Capstone Thesis has to reflect the current academic level of knowledge of the chosen topic.
- The Capstone Thesis has to make use of respective theoretical knowledge specific to the chosen practical case and should culminate in suggested practical courses of action.

ability to transfer professional and methodical expertise to a practical case. In addition, the student should demonstrate that he/she can actively take part in a thematically oriented discussion with a subject area expert. Last but not least, the thesis defense serves to provide students with the opportunity to display presentation-specific communication techniques in the context of a goal-oriented, academic interaction.

Capstone Thesis Defense:

The main goal of the thesis defense is for students to provide evidence of their

Teaching Methods:

Individual support by the tutors and supervisors during the preparation of the capstone project.

The students need a laptop and will be provided with the appropriate technical means for their presentation.



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Course Content:

Capstone Thesis:

The content of the Capstone Project shall be decided upon by the MBA students together with the supervisor. However, the supervisors have the right to recommend specific topics for students.

The Capstone Thesis can take the format of a business plan or of a consulting report.

Business Plan - include at least the following points (*this is not a compulsory structure):

- 1) Summary
- 2) Description of the planned product/the service offer
- 3) Founding team
- 4) Market analysis
- 5) Marketing and sales planning
- 6) Operations and organization
- 7) Financial planning
- 8) Literature

Consulting Report - include at least the following points (*this is not a compulsory structure):

- 1) Summary
- 2) Problem description and circumstances
- 3) Goal setting
- 4) Method
- 5) Analysis
- 6) Recommendation
- 7) Literature

Capstone Thesis Defense:

The Capstone Thesis Defense consists of a presentation of the most important results of the capstone project followed by the student answering questions from the examiners/experts/supervisors.

Literature - Capstone Thesis:

- Bailey, S.: Academic Writing for International Students of Business, 2011, Routledge, ISBN-13: 978415564700
- Bender, S.L.: Producing the Capstone Project, 2003, Kendall Hunt Publishing, ISBN 978-0757504515
- Swales, J.M./Feak, Chr. R.: Academic Writing for Graduate Students, Essential Tasks and Skills, 3rd ed., 2012, Michigan Series in English for Academic & Professional Purposes, ISBN-13: 9780472034758

Capstone Thesis Defense:

- Subject specific chosen by the student, confirm to a supervisor.

Examinations:

Written Assessment: Capstone Thesis:

Written Capstone Thesis (approx. 40~60, A4 pages)

Oral Assessment: Capstone Thesis Defense:

- Presentation (30 minutes)
- Oral examination, Q & A (20 minutes)



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The examiners of the capstone thesis defense evaluate the quality of the examination results according to the following evaluation criteria:

- Understanding and application of scientifically sound analysis
- Structure and content of the presentation
- Successful transfer of knowledge from the MBA to the practical case selected in the capstone project
- Quality of answers to the examination questions

Student Workload (in hours): 450 h

Capstone Thesis: Research/Academic writing: 405 h

Capstone Thesis Defense: Preparation: 44 h & Oral Exam: 1 h

Organization and Structure ECTS Credits & Grading System

Grading of Academic Attainments

All academic attainments are graded in accordance with the European Credit Transfer System ECTS. A certain number of ECTS credits must be attained

in each study program before a degree can be awarded. The plans of studies and associated regulations define the scope of the individual study programs.

Student workload

The student workload covers all the work they need to devote to learning activities in order to obtain their degree. This includes things like attending lectures and seminars, reading mandatory literature and preparing for and sitting examinations.

in general two semesters of full-time study completed with 60 ECTS credits would therefore take 1,500-1,800 hours. We recommend that regular students try and pick up 30 ECTS credits per semester.

One credit is equivalent to 25-30 hours' work (student workload). One year

We recommend that exchange students, depending on their language skills, try and acquire between 20 and 25 ECTS credits.



Academic Grading in Switzerland

In Switzerland, the 6-point grading scale is usually applied, where 1 represents the lowest possible grade, and 6 represents the highest possible grade.



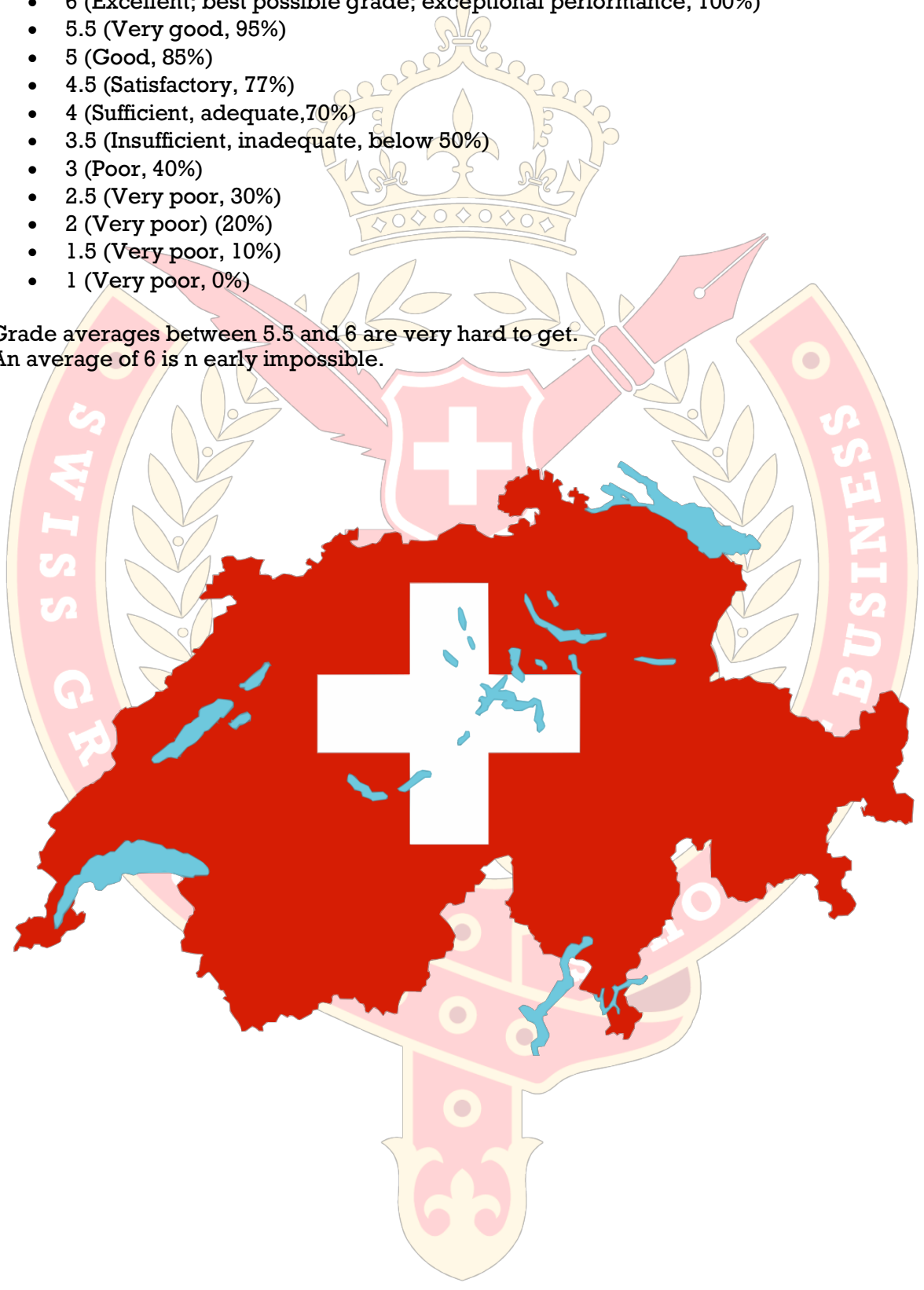
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- 6 (Excellent; best possible grade; exceptional performance, 100%)
- 5.5 (Very good, 95%)
- 5 (Good, 85%)
- 4.5 (Satisfactory, 77%)
- 4 (Sufficient, adequate, 70%)
- 3.5 (Insufficient, inadequate, below 50%)
- 3 (Poor, 40%)
- 2.5 (Very poor, 30%)
- 2 (Very poor) (20%)
- 1.5 (Very poor, 10%)
- 1 (Very poor, 0%)

Grade averages between 5.5 and 6 are very hard to get.
An average of 6 is n early impossible.



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