



**SWISS GRADUATE SCHOOL OF BUSINESS**

**SWISS 2=DOUBLE & GLOBAL 3=TRIPLE**  
**Executive MBA**



**WWW.SGSB.SWISS**




**Study in Switzerland**



You'll benefit from a truly exclusive approach to learning and most effective outcomes as double or triple EMBA degrees in shortest period of time.



**Earn Your 2=Dual  3=Triple Executive MBA**  
**Prepare For Future Triumph With Your SGSB Advantage**



**It's Great!**

**Can I get 2=Dual or 3=Triple EMBA Degrees at Once with Affordable Tuition Fees?**

Relatedly, Dual degree, or Triple degree different majoring, although hard to achieve, is actually achievable, but your Swiss Graduate School of Business and faithful partner schools have launched this attainable degree program of unique opportunity in a shortest period of time, and the cheapest tuition fees, minimize effort of absence from your profession and family.

This EMBA degree program included various Extracurricular activities

to enjoy diverse outdoor events, and also open eyes to learn and get experience of global markets.

You will earn qualified ECTS Credits points to receive your EMBA multiple degrees on your graduation ceremony in Switzerland and France. Do Not Waste Your Precious Time and Money just to earn one single EMBA degree with more time and effort and paying tuition fees. We're your Educational Career solution.

**Discover Our EMBA, Executive MBA Program Today**

EMBA is a postgraduate degree in business that is designed for professionals with significant work experience. EMBA programs provide students with the knowledge and skills to advance in their careers, often to executive leadership and management positions. EMBA programs can be completed in less than 1 year and are

designed so students can earn their degree while continuing to work. This is an important part of EMBA programs as students can bring their on-the-job knowledge to the learning environment. We offer our Swiss and Global EMBA programs to earn Dual or Triple degree at once in 11 months, also offer degree programs through distance learning.

Swiss **Dual EMBA** Degree



**Global Triple EMBA** Degree

Coursework for EMBA degree will include the foundations of business, such as finance, marketing, and accounting,

and may include an emphasis on leadership and management in different business sectors.

# Earn Your Dual and Triple Executive MBA

Plan Strategically for upcoming success with the Swiss SGSB

Swiss 1+1=2 Dual EMBA Degrees

Global 2+1=3 Triple EMBA Degrees

with 1 EMBA Tuition Fee in 1 Year

And

**Highly Qualified Swiss & France Degrees & Certificates**  
after Successfully Completed Your School Extracurricular Activities

Combine a Swiss/France Master's level degree with the second specialization of EMBA

SWISS GRADUATE SCHOOL OF BUSINESS  
www.sgsb.swiss

### Dual & Triple EMBA Program

11 months blended learning, Lectures

Incl. Two Mandatory Extracurricular Activities  
(1) Asia Study Tour + (2) Europe Study Tour

#### Duration & Location

Swiss Dual EMBA Degree  
11 Months, Swiss EMBA Double degree

Global Triple EMBA Degree  
11 Months, Swiss and France EMBA  
Triple degree

Between face-to-face modules, you work on company and leadership assignments back at the office and receive leadership coaching.

#### Content

- Team & group projects
- Personal leadership coaching
- Executive career management
- Company-specific projects
- Continuous learning support
- Crisis management simulation with the Swiss Armed Forces



Executive Dual & Triple EMBA Degree

Swiss **Dual EMBA** Degree



**Global Triple EMBA** Degree

SWISS GRADUATE SCHOOL OF BUSINESS

SWISS 2=DOUBLE & GLOBAL 3=TRIPLE  
**Executive MBA**

WWW.SGSB.SWISS

Study in Switzerland

**Swiss Graduate School of Business**



EMBA Degree program  
Jointly offers by  
MBS Business School,  
Paris, France

**MBS**  
Médicis Business School

**Swiss 2=Dual EMBA** ⊕ **2=Double Certificates**  
**Global 3=Triple EMBA** and **3=Triple Certificates**

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

- ❖ **Swiss EMBA Degree #1.** : EMBA, Executive Master of Business Administration
- ❖ **Swiss EMBA Degree #2.** : EMBA, Executive Master of Business Administration
- ❖ **France EMBA Degree #3.** : **Executive** Master of Sciences Degree
- ❖ **Swiss Certificate #1.** : Advanced Management Program AMP Certificate
- ❖ **Swiss Certificate #2.** : Asia Study Tour & International Seminar Certificate
- ❖ **France Certificate #3.** : Europe Culture Tour & International Seminar Certificate

Fast-Track your Academic Career with



**Swiss Dual and**

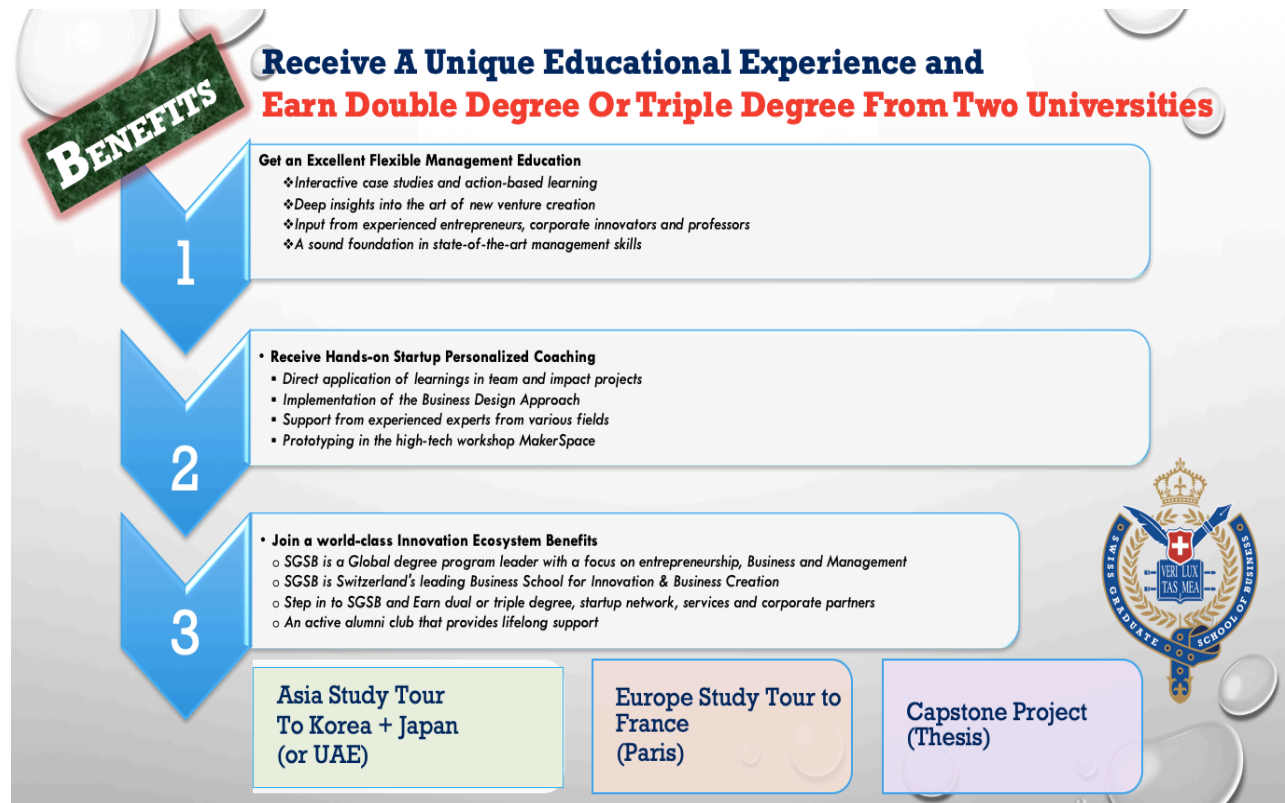
**Global Triple EMBA**



**Our unique Dual and Triple EMBA Degree programs are delivered by Swiss Graduate School of Business, and in partnership by the MBS Business School, Paris in France and USA and Canada.**

A transformative experience and knowledge that energizes you to ask yourself deep-rooted relevant questions about your purpose in lifetime and how to be an successful leader. We carefully curate an integrated learning journey which brings together the best from each of our partner schools. We teach you

to think and act differently as a leader in your own individual career path, by connecting the core MBA curriculum with geopolitics, technology, entrepreneurship, innovation, business acumen and social responsibility.



## EMBA – Swiss Dual / Global Triple Degrees

The EMBA-Dual or Global Triple Degree Program curriculum is comprehensive, rigorous and demanding. The timetable enables highly-focused learning, efficiently minimizing your time spent away from the office and effectively ensuring optimum learning impact.

### Key Elements of the Programme

- The programme begins in October and runs for 11 months.
- Core courses are taught in four or five-day residential blocks, once a month, alternating between Switzerland and France
- Both schools make an equal contribution to the teaching of the core courses, with faculty travelling to teach wherever the class is in residence.
- You have access to the elective portfolios of both SGSB Business School, Switzerland and MBS Business School, France.
- You also participate Asia Study Tour and Europe Study Tour in Asia and Europe markets as part of the International seminars and Assignments.
- The collaborative learning environment means you learn from the experiences of your fellow students, as well as from faculty.

### A Dual Executive MBA, Triple EMBA Open the Door to Opportunities

A dual eMBA, triple eMBA degree open the door, improving the prospects of any graduate in an uncertain economic climate. Graduate students will be highly qualified in their field, well-equipped with leadership skills and vital knowledge concerning their area of specialization.

Swiss **Dual EMBA** Degree



**Global Triple EMBA** Degree

For those who want a better chance of breaking into higher management levels soon after graduation, a Dual Executive MBA, Triple EMBA degree program will be the best invest and a wise choice. The main goal is to become an expert in the field, a go-to guide who can handle various situations with ease.

### The SGSB Competencies Edge

- Our flexible classes are catered towards the working professional.
- Our comprehensive core curriculum builds a foundation for success in any business.
- Our renowned full-time professors inspire you through academic excellence. Impressive adjuncts bridge theory with real-time business practice.
- Our student body includes a diverse variety of professionals from every business sector.
- Your classes will be small and personalized, allowing you to make lifelong business connections.






## At a Glance

You'll benefit from a truly exclusive **Swiss 2=Dual EMBA** or **Global 3=Triple EMBA** approach to learning and most effective outcomes.

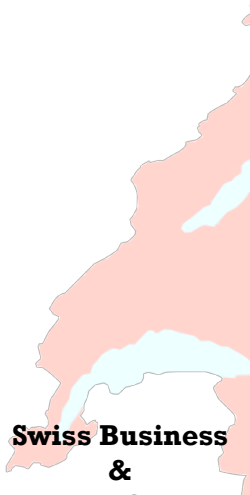
With an **Executive Master's in Business Administration (EMBA)** at the Swiss Graduate School of Business (SGSB) and Medicis Business School (MBS), you are opting for an internationally recognized Double or Triple postgraduate degree. Our modular, highly flexible EMBA programmes are an excellent choice for your postgraduate studies, which will allow you to build on your pre-existing knowledge with our rich experienced first-rate lecturers and take a great advantage with cost-effectiveness and time-efficiency.

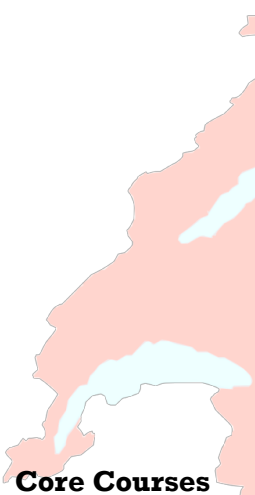
Details Programs	EMBA-Swiss Dual Degree	EMBA-Global Triple Degree
Description	<ul style="list-style-type: none"> <li>○ <b>Swiss Dual EMBA</b> is a fast track to completing two Executive master's program due to the fact that core courses in one-degree program can actually <b>double</b> as electives in another.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Global Triple EMBA</b> is a fast track to completing Three Executive master's program Including qualified Academic ECTS credit points from the school Extracurricular Activities.</li> </ul>

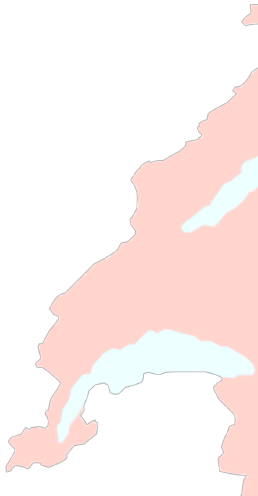


<p><b>Tuition Fees</b></p> <p><b>Swiss Francs</b> <b>SFR. / CHF.</b></p>	<p>October intake – Sfr. 30,000 for Swiss 2=Double Degrees</p> <p><b>SWISS DUAL DEGREES and DOUBLE CERTIFICATES</b></p> <ul style="list-style-type: none"> <li>✚ CHF. 10,000 per Semester</li> <li>• 3 Semesters, 11 Months</li> <li>• Included Swiss Dual Degrees (Double Majors) and Double Certificates</li> <li>• Plus, 2-Mandatory Extracurricular Activities for;</li> </ul> <ol style="list-style-type: none"> <li>1) Asia Study Tours</li> <li>2) Europe Culture Tours &amp; Seminar</li> </ol>	<p>October intake – Sfr. 36,000 for Global 3=Triple Degrees</p> <p><b>GLOBAL TRIPLE DEGREES and TRIPLE CERTIFICATES</b></p> <ul style="list-style-type: none"> <li>• CHF. 12,000 per Semester</li> <li>• 3 Semesters, 11 Months</li> <li>• Included Global Triple Degrees, Triple Majors and Triple Certificates</li> <li>• Global Triple Degrees from 2 Universities (2 Business Schools)</li> <li>• Plus, 2-Mandatory Extracurricular Activities for;</li> </ul> <ol style="list-style-type: none"> <li>1) Asia Study Tours</li> <li>2) Europe Culture Tours &amp; Seminar</li> </ol>
	<ul style="list-style-type: none"> <li>✚ Tuition Fees <b>Include</b> course materials during core teaching blocks.</li> <li>✚ Tuition Fees <b>Exclude</b> Mandatory Extracurricular Activities for Asia Study Tours and Europe Culture Tours &amp; Seminar.</li> </ul>	
<p><b>Concepts</b></p>	<ul style="list-style-type: none"> <li>• The concepts of all of our Executive MBA programmes consider the special requirements of working executives, offering you an SGSB EMBA or SGSB &amp; MBS EMBA that is easily compatible with your professional life. Our Executive Master's degrees are particularly suitable for ambitious executives wishing to upgrade their studies and career profiles through professional management training. The current curriculum attaches high importance to practical relevance and direct applicability.</li> </ul>	
		
<ul style="list-style-type: none"> <li>• <b>EMBA in Business Administration program</b> is aimed at strengthening students' business skills and administrative capabilities. Throughout the duration of the program, students focus on improving and sharpening their writing and presentation skills as well as their intercultural communication skills. Instructors typically work on developing participants' practical skills and insights as well as equipping them with the tools necessary to lead. Students walk away with an in-depth understanding of general management and the ability to develop strong international and domestic networks.</li> </ul>		
<p><b>Outline</b></p>	<p>EMBA Program is comprised of</p> <ul style="list-style-type: none"> <li>• Learning Core courses</li> <li>• Capstone project, the dissertation</li> <li>• Mandatory: 2-Extracurricular Activities</li> <li>• Option: Various Extracurricular Activities</li> </ul>	

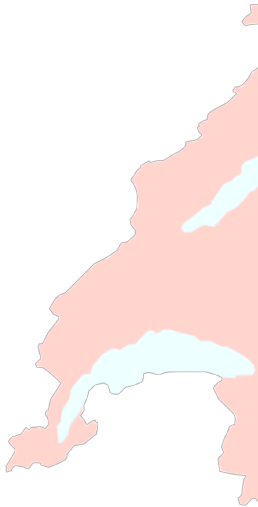
	<p>The program will be finished within eleven months. Once successfully completed your program, you will be awarded;</p> <ol style="list-style-type: none"> <li>1) Swiss Dual EMBA degree             <ul style="list-style-type: none"> <li>➤ from Swiss SGSB Business School or</li> </ul> </li> <li>2) Global Triple degree             <ul style="list-style-type: none"> <li>➤ from Swiss SGSB Business School and from MBS, Medicis Business School, Paris, France.</li> </ul> </li> </ol>	
<b>Program Begins</b>	<ul style="list-style-type: none"> <li>• October – Fall semester (Totally 3-Semester)</li> </ul>	
<b>Length / Duration</b>	<ul style="list-style-type: none"> <li>• 11 months (Fall + Spring semester and Summer semester for Thesis, Capstone Project Preparation)</li> </ul>	
<b>ECTS Credit Points</b>	<ol style="list-style-type: none"> <li>1) Single Executive MBA(EMBA), Executive Master's Programmes, encompass 75 ECTS credits</li> <li>2) Swiss Dual Executive MBA(EMBA), Executive Master's Programmes, encompass 75+30 = 105 ECTS credits             <ul style="list-style-type: none"> <li>➤ Minimum 105 ECTS,</li> <li>➤ Maximum 105+30 =135ECTS</li> </ul> </li> <li>3) Global Triple Executive MBA(EMBA), Executive Master's Programmes, encompass 75+30+30 = 135 ECTS credits.             <ul style="list-style-type: none"> <li>➤ Minimum 135 ECTS</li> <li>➤ Maximum 135+30=165 ECTS</li> </ul> </li> </ol>	
	<ol style="list-style-type: none"> <li>4) ECTS Credit Points Comprise Flexible Learning Courses, Creditable Extracurricular Activities and Dissertation or Capstone (Business Project) and 1 Case-Study             <ul style="list-style-type: none"> <li>➤ For Swiss Dual and Global Triple.</li> <li>➤ For Part-Time, Online/Distance Learning</li> </ul> </li> </ol>	
<b>Class Profile</b>	<ul style="list-style-type: none"> <li>• Multi-nationalities</li> <li>• Minimum 2 years of work experience (average 5 years)</li> <li>• Diverse industry representation</li> </ul>	
<ul style="list-style-type: none"> <li>• The co-developed curriculum is delivered by faculty members from partner universities reflecting the complexity of today's global business life.</li> <li>• 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.</li> </ul>		
<b>Instruction Language</b>	<ul style="list-style-type: none"> <li>• English</li> </ul>	
<b>Total Courses</b>	<ul style="list-style-type: none"> <li>• 12 core and 10 electives</li> </ul>	<ul style="list-style-type: none"> <li>• 14 core and 8 electives</li> </ul>
	<ul style="list-style-type: none"> <li>• In general, comparatively most of Universities offer a Single Executive MBA(EMBA), Executive Master's Degree Programmes, encompass 75 ECTS credits, for the length of 15 months to 24 months to earn only one EMBA degree diploma.</li> </ul>	

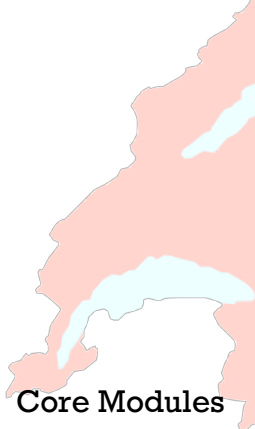
<p><b>Total ECTS Credits</b></p>	<ul style="list-style-type: none"> <li>○ Swiss Dual Executive MBA(EMBA), Executive Master's Programmes, encompass 75+30 = 105 ECTS credits                         <ul style="list-style-type: none"> <li>➢ We provide Minimum 105 ECTS,</li> <li>➢ Maximum 105+15 =120CTS</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>○ Global Triple Executive MBA(EMBA), Executive Master's Programmes, encompass 75+30+15 = 120 ECTS credits.                         <ul style="list-style-type: none"> <li>➢ We provide Minimum 120 ECTS</li> <li>➢ Maximum 135+30=165 ECTS</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>● ECTS Credit Points Comprise Flexible Learning Courses, Creditable Extracurricular Activities and Dissertation or Capstone (Business Project) and 1 Case-Study For Swiss Dual and Global Triple.</li> </ul>	
<p><b>Core Courses</b></p>	<p>Taught in weekends residential class weeks by SGSB Business School faculty in Switzerland.</p>	<p>Taught in weekends residential class weeks by SGSB and MBS Business School faculty in Switzerland and France.</p>
 <p><b>Swiss Business &amp; EMBA-Global Europe Assignment and seminar</b></p>	<p>Swiss Business Assignment and Seminar</p> <p>An exciting part of the EMBA-Swiss is the opportunity to further your Swiss awareness by testing your knowledge and skills in real-world settings, working alongside faculty and classmates from different cultures and industries.</p> <p>A typical week will consist of faculty briefings, guest speakers and company visit that highlight the theme and allow students to engage with leading thinkers and practitioners in the field.</p> <p>You will gain new insights and opportunities to apply and integrate your learning as you tackle pressing business issues or organizational challenges.</p> <p>As well as developing your global perspective in a key international business location, Global Business Assignments and International Seminars also give you the opportunity to broaden your network. You will travel and work alongside students from other Executive MBA programmes at SGSB Business School to connect with members of the alumni networks.</p>	<p>EMBA-Global Europe Assignment and seminar</p> <p>An exciting part of the EMBA-Global Europe is the opportunity to broaden your global perspective by working within organizations and meeting senior industry leaders in a choice of international locations.</p> <p>You will gain new insights, networks and friendships across the Executive MBA cohorts.</p> <p>A typical week will consist of faculty briefings, guest speakers and company visit that highlight the theme and allow students to engage with leading thinkers and practitioners in the field.</p> <p>You will gain new insights and opportunities to apply and integrate your learning as you tackle pressing business issues or organizational challenges.</p> <p>As well as developing your global perspective in a key international business location, Global Business Assignments and seminars also give you the opportunity to broaden your network. You will travel and work alongside students from</p>

	<p>One Swiss Business Assignment or Swiss Seminar is required. You may choose to attend an additional course, dependent upon seat availability.</p> <p>Destinations and themes may be changed or updated at any time without prior notice.</p>	<p>other executive MBA programmes at Swiss Riviera SGSB Business School and Paris MBS Business School to connect with members of the alumni networks in these 2 cities.</p> <p>One Global Business Assignments or Europe seminar is required. You may choose an additional one, dependent upon seat availability in the course.</p> <p>Destinations and themes may be changed or updated at any time without prior notice.</p>
 <p><b>Core Courses</b></p>	<ul style="list-style-type: none"> <li>• Core courses are designed to provide you a sound knowledge base in all areas of general management and a solid foundation of leadership and management skills.</li> <li>• You can customize the programme to your individual needs, choosing from the wide elective portfolios and subjects/courses to learn.</li> </ul>	
	<p><b>Executive Leadership</b></p> <p>This half-course will improve your self-awareness, as well as your interpersonal and team working skills. It employs experimental exercises and self-assessment instruments.</p> <p><b>Corporate Finance</b></p> <p>An introductory finance course designed to give you the tools necessary to value a company by projecting its free cash flow and discounting it at an appropriate rate. It teaches you how to use ratio analysis to assess corporate performance, and project financial statements and cash needs.</p> <p><b>Leadership and Organizational Change</b></p> <p>Your future success depends on your ability to motivate people around you to do extraordinary things. The course offers practical tools to improve your ability to</p>	

	<p>influence, negotiate and lead changes in your organization.</p> <p><b>Marketing Strategy</b></p> <p>An examination of the role of marketing in creating value for customers that, in turn, leads to the creation of value for other firm stakeholders. It seeks to prepare future CEOs and general managers to deal with core marketing issues by providing a way of thinking strategically about the firm's products, services and markets.</p> <p><b>Financial Accounting</b></p> <p>This course provides a comprehensive understanding of accounting principles and emphasizes profitability concepts and performance evaluation. It is designed to provide globally-oriented managerial users of accounting products with the foundations of accounting concepts, mechanics, and a perspective upon which intelligent use of accounting information rests. Measurement issues and different practices around the world are broadly discussed and adopted.</p> <p><b>Strategic Management in Asia</b></p> <p>This course develops your ability to analyze and manage business problems from different managerial perspectives. It provides concepts and frameworks to guide strategic decision-making and implementation of business strategies through examining case studies of diverse managerial situations in both large and small organizations. The focus of attention is on the application of strategic principles in the Asia-Pacific region.</p>	<p><b>Managerial Economics</b></p> <p>This half-course focuses on the problem of business decisions through the extensive use of cases. You look at basic supply-demand theory and marginal analysis, the structure of decision problems, the impact of the market setting (i.e. competitive, oligopolistic or monopolistic structures) and strategic interactions among firms using game theory.</p> <p><b>Leadership and Organizational Change</b></p> <p>Your future success depends on your ability to motivate people around you to do extraordinary things. This course offers practical tools to improve your ability to influence, negotiate and lead changes in your organization.</p> <p><b>Managerial Statistics</b></p> <p>Introducing basic concepts in probability and statistics relevant to managerial decision making, this course covers topics including data analysis, random variables and probability distributions, sampling distributions, interval estimation, hypothesis testing and regression. You look at examples from quality-control applications, finance, marketing and management.</p> <p><b>Marketing Strategy</b></p> <p>An examination of the role of marketing in creating value for customers that, in turn, leads to the creation of value for other firm stakeholders. This course seeks to prepare future CEOs and general managers to deal with core marketing issues by providing a way of thinking</p>
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<p><b>Global Economic Environment</b></p> <p>Here you explore the fundamentals of national competitiveness, productivity and growth. You study the forces that determine production, consumption, savings and investment, and look at the problem of variable foreign exchange rates and their impact on policy, performance and finance.</p> <p><b>Micro-Economics</b></p> <p>This half-course focuses on the problem of business decisions through the extensive use of cases. You look at basic supply-demand theory and marginal analysis, the structure of decision problems, the impact of the market setting (i.e. competitive, oligopolistic or monopolistic structures) and strategic interactions among firms using game theory.</p> <p><b>Managerial Statistics</b></p> <p>Introducing basic concepts in probability and statistics relevant to managerial decision making, this course covers topics including data analysis, random variables and probability distributions, sampling distributions, interval estimation, hypothesis testing and regression. You look at examples from quality-control applications, finance, marketing and management.</p> <p><b>Operations Management</b></p> <p>This half-course provides a fundamental understanding of manufacturing and service operations and their role in an organization. You look at topics including process flow analysis, inventory management, capacity planning, facilities location, total</p>	<p>strategically about the firm's products, services and markets.</p> <p><b>Corporate Finance</b></p> <p>An introductory finance course designed to give you the tools necessary to value a company by projecting its free cash flow and discounting it at an appropriate rate. It teaches you how to use ratio analysis to assess corporate performance and to project financial statements and cash needs.</p> <p><b>Financial Planning and Analysis</b></p> <p>This course introduces modern tools and techniques designed to generate performance measures used for decision-making, management and control purposes. It shows you how performance measures are integrated into incentive systems so as to align the objectives of (division) managers with those of the shareholders. The strengths and weaknesses of commonly-used performance metrics are discussed.</p> <p><b>Decision Models</b></p> <p>This half-course introduces computer-based models and their use in structuring information and supporting managerial decisions. You examine linear programming, multi-period planning models under uncertainty, non-linear programmes and Monte Carlo simulations.</p> <p><b>Operations Management</b></p> <p>This course provides a fundamental understanding of manufacturing and service operations and their role in an organization. You look at topics including process flow analysis, inventory management, capacity</p>
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	<p>quality management, human resource management, technology management, and manufacturing and service strategy.</p> <p><b>Data Analytics</b></p> <p>This half-course introduces computer-based models and their use in structuring information and supporting managerial decisions. You examine linear programming, multi-period planning models under uncertainty, non-linear programmes and Monte Carlo simulations.</p> <p><b>Capital Markets and Investments</b></p> <p>This course introduces market and portfolio perspectives, starting with the discounted cash flow methodology and continuing to the concept of term structure in the valuation of risk-free cash flows, including forward rates and the general problem of valuing risky or uncertain cash flows. You will then look at the classical theoretical problems of portfolio diversification, the efficient frontier and two-fund separation.</p>	<p>planning, facilities location, total quality management, human resource management, technology management, and manufacturing and service strategy.</p> <p><b>Global Economic Environment</b></p> <p>Here you explore the fundamentals of national competitiveness, productivity and growth. You study the forces that determine production, consumption, savings and investment, and look at the problem of variable foreign exchange rates and their impact on policy, performance and finance.</p> <p><b>Strategic Management</b></p> <p>This course develops your ability to analyze and manage business problems from different managerial perspectives. It provides concepts and frameworks to guide strategic decision-making and implementation of business strategies through examining case studies of diverse managerial situations in both large and small organizations.</p>
	<ul style="list-style-type: none"> <li>○ The elective component of the EMBA curriculum has been designed to expand your perspectives still further.</li> <li>○ You can customize the programme to your individual needs, choosing from the wide elective portfolios and subjects/courses to learn.</li> </ul>	
	<p><b>You can choose 8 courses from the extensive EMBA-Swiss elective portfolio, which is made up of:</b></p> <ul style="list-style-type: none"> <li>• the elective courses offered by SGSB Business School, (offered in block week and alternating Friday/Saturday formats)</li> </ul>	<p><b>You can choose 10 courses from the extensive elective portfolio, which is made up of:</b></p> <ul style="list-style-type: none"> <li>• the elective courses offered by SGSB Business School in Switzerland, MBS Business School in France (offered in a mixture of block week</li> </ul>

<p><b>Elective Portfolio</b></p>	<ul style="list-style-type: none"> <li>• required Swiss seminar and assignment</li> <li>• an independent research course, which may involve independent study, management report.</li> </ul> <p>As well as giving you the opportunity to explore specific subjects or geographical areas in greater depth, electives are also an opportunity to broaden your network further</p>	<p>and Friday/Saturday formats)</p> <ul style="list-style-type: none"> <li>• a minimum of one and a maximum of two Global Europe seminars and assignments</li> <li>• an independent research course, which may involve group work, independent study or a management report.</li> </ul> <p>As well as giving you the opportunity to explore specific subjects or geographical areas in greater depth, electives are also an opportunity to broaden your network further as you share ideas with students from the other master's degree programmes at each school.</p>
<p>✓ Information may be changed or updated at any time without prior notice.</p>		
 <p><b>Core Modules</b></p>	<ul style="list-style-type: none"> <li>○ All participants will be required to complete the following core modules together with their respective cohort.</li> <li>○ The core modules will take place during 11 months of the programme</li> </ul> <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Financial Reporting</li> <li>• Economic Analysis</li> <li>• Organizational Behavior</li> <li>• Marketing Management</li> <li>• Operations Management</li> <li>• Corporate Finance</li> <li>• Strategic Management</li> <li>• Entrepreneurial Management</li> <li>• Strategic Managerial Accounting</li> <li>• Chinese Economy</li> <li>• Strategy Simulation</li> </ul>	
<p><b>Elective Courses</b></p>	<ul style="list-style-type: none"> <li>○ You can choose and Select courses on your need.</li> </ul>	
<p><b>Elective Component Curriculum</b></p>	<p>Curriculum has been designed to expand your global perspectives still further. You can customize the programme to your individual needs, choosing from the wide elective portfolios of the three schools.</p> <p>You can choose 8 courses from the extensive EMBA elective portfolio, which is made up of:</p> <ul style="list-style-type: none"> <li>• one required, and one optional, seminar and / or assignment</li> </ul>	



- an independent research course, which may involve independent study or management report.

As well as giving you the opportunity to explore specific subjects or geographical areas in greater depth, electives are also an opportunity to broaden your network further as you share ideas with students from the other master's degree programmes.

#### Elective Portfolio Summary

##### Accounting

- Corporate Transactions and Financial Modelling
- Financial Statement Analysis & Valuation
- Immersion Seminar: The Financial Services Industry

##### Economics

- Financial Markets, Central Banking & The Economy
- Globalization & Markets & the Changing Economic Landscape
- The Private Sector & International Development
- The Psychology and Economics of Consumer Finance
- Asia and the new Global Economic order
- Asian Business and Economics
- Energy: Markets, Models & Strategies
- Understanding the International Macroeconomy
- World Economy: Problems and Prospects
- Economics of Health Care & Pharmaceuticals
- Economics of Strategic Behavior

##### Entrepreneurship

- Entrepreneurial Game
- Global Entrepreneurship
- Entrepreneurship in Emerging Markets
- Entrepreneurship Summer School
- Financing the Entrepreneurial Business
- Pathways to Start-up success
- Starting & Running Entrepreneurial Company

##### Finance

- Advanced Corporate Finance
- Asset Management
- Business Law
- Entrepreneurial Finance & Private Equity
- Mergers & Acquisitions
- Real Estate Finance
- Speculation, Crises, and Behavioral Finance
- The European Financial Crisis

- Value Investing
- Advanced Corporate Finance
- Behavioral Finance
- Distressed Investing
- European Financial Markets
- Financial Statement Analysis
- Managing Corporate Turnarounds
- Mergers, MBOs & Other Corp. Reorgs
- Private Equity & Venture Capital
- Project Finance
- Topics in Asset Management
- Capital Markets and Investments
- Private Equity: Growth Equity

**Management**

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- Developing QI: Responsive Decision Making Through Quantitative Intuition (QI)
  - Executive Leadership
  - Family Business Management
  - Leading Others from The Inside Out
  - Lean LaunchPad
  - Media Platforms and Content
  - Napoleon's Glance
  - Personal Leadership & Success
  - Turnaround Management and Corporate Restructuring
  - Businesses and Careers of the Future
  - Communications
  - Going to Market: Managing the Channel and Sales Force
  - Managing & Marketing Innovation
  - Managing Healthcare
  - Managing Sport and Entertainment
  - Paths to Power
  - Project Management
  - Leadership Through Fiction
  - Managerial Negotiations
  - Power & Influence
  - Turnaround Management
  - Sports Analytics
  - Creativity in Business

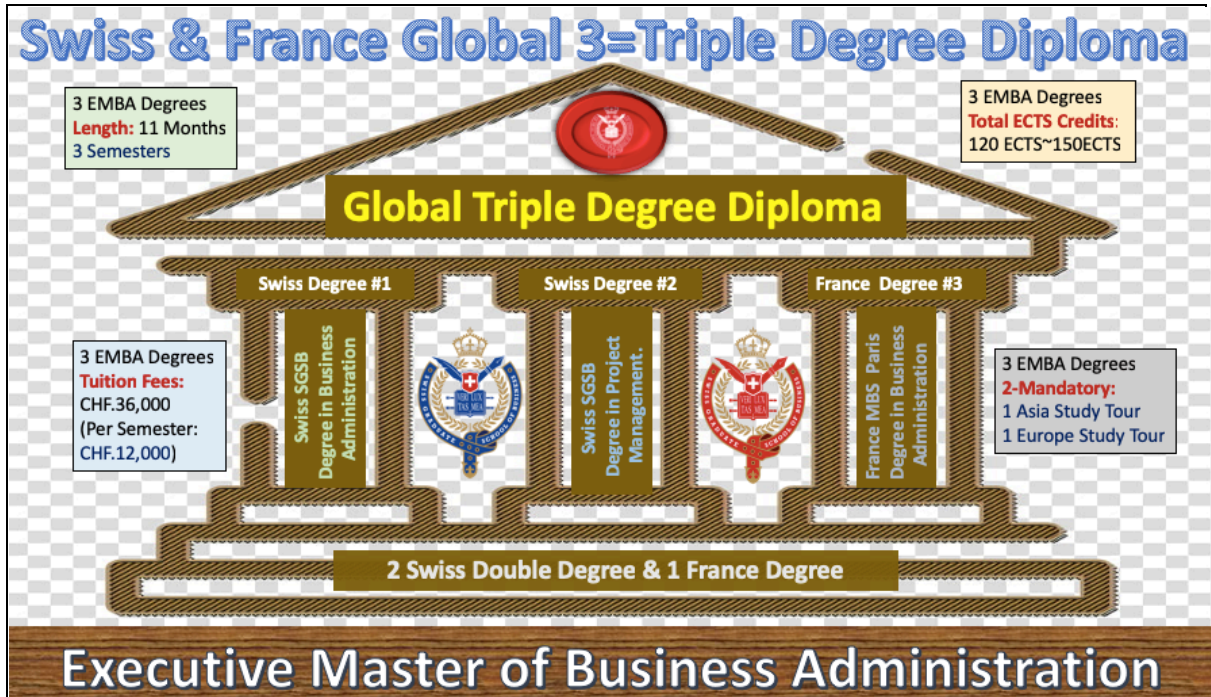
**Management Strategy**

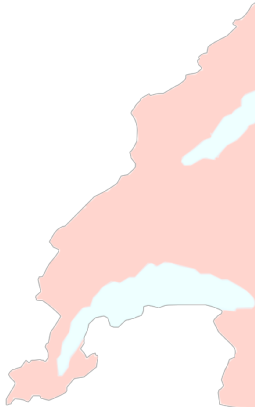
- Technology and Operations Strategy
- Multinational Strategy in China
- Achieving Strategic Agility
- Corporate Strategy
- Strategic Innovation
- Thinking Strategically
- Pricing Strategy and Tactics

	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Marketing for Organic Revenue Growth</li> <li>• Systematic Creativity in Business</li> <li>• Advanced Marketing Strategy</li> <li>• Brand Management</li> <li>• Social Media and Internet Marketing</li> <li>• Customer Centric Innovation</li> <li>• Developing and Executing Market Strategy</li> </ul>
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<b>Teaching Methods</b>	<p>Classroom-based lectures, case studies, group work.</p> <p><b>Teaching and assessment</b></p> <p>As an EMBA student, you learn through a rich mix of case studies, class discussions, simulations, group work, guest speakers and private study.</p> <p>Each course is assessed using some, or all, of the following tools:</p> <ul style="list-style-type: none"> <li>• individual projects/essays/reports</li> <li>• examinations</li> <li>• class participation</li> <li>• group assignments/reports</li> <li>• class presentations.</li> </ul> <p>While group work is an important part of the programme, at least 50% of assessment is based on individual work.</p> <p>You will complete 14 core courses and 8 elective options to complete the programme.</p> <p><b>Study groups</b></p> <p>Teamwork is at the center of our collaborative learning experience. It can be challenging to work in multicultural teams, but it's an essential management skill that's highly valued by employers.</p> <p>You'll be assigned to a study group of four to six people at the start of the programme. The group will be built from a diverse range of backgrounds - each with different strengths. Throughout the core courses, your group will work closely, sharing expertise and workload.</p> <p>You'll find your study group is invaluable in supporting you through the demands of the programme.</p>
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 <p><b>Learning Experience</b></p>	<p>provides a collaborative learning environment where you'll debate theories, challenge assumptions and share experiences with a diverse group of high-calibre, globally-focused executives and entrepreneurs.</p>
	<p><b>Total immersion</b></p> <p>As a residential programme, you and your classmates will stay together in a hotel during your core study blocks and International Assignments. This creates the perfect environment for discussion and debate away from the classroom, and the opportunity to build lifelong friendships with your fellow students.</p>
	<p><b>Learn and apply</b></p> <p>After each study block, you'll consolidate what you've learned as you apply new classroom concepts out in the real world. You'll then return with new experiences and perspectives to share with your classmates. This exceptional combination creates a dynamic forum where your assumptions are challenged and your opinions debated. This is a</p>

<p>hugely powerful aspect of the learning experience.</p> <p>Between study blocks, you should allow between 15 and 20 hours a week for personal study.</p> <p><b>Study groups</b></p> <p>Teamwork is at the center of our collaborative learning experience. It can be challenging to work in multicultural teams, but it's an essential management skill that's highly valued by employers.</p> <p>You'll be assigned to a study group of four to six people at the start of the programme. The group will be built from a diverse range of backgrounds - each with different strengths. Throughout the core courses, your group will work closely, sharing expertise and workload.</p> <p>You'll find your study group is invaluable in supporting you through the demands of the programme.</p> <p><b>Teaching and Assessment</b></p> <p>you learn through a rich mix of case studies, class discussions, simulations, group work, guest speakers and private study.</p> <p>Each course is assessed using some, or all, of the following tools:</p> <ul style="list-style-type: none"> <li>• individual projects/essays/reports</li> <li>• examinations</li> <li>• class participation</li> <li>• group assignments/reports</li> <li>• class presentations.</li> </ul> <p>✓ While group work is an important part of the programme, at least 50%</p>	<p>hugely powerful aspect of the learning experience.</p> <p>Between study blocks, you should allow between 15 and 20 hours a week for personal study.</p> <p><b>Study groups</b></p> <p>Teamwork is at the center of our collaborative learning experience. It can be challenging to work in multicultural teams, but it's an essential management skill that's highly valued by employers.</p> <p>You'll be assigned to a study group of four to six people at the start of the programme. The group will be built from a diverse range of backgrounds - each with different strengths. Throughout the core courses, your group will work closely, sharing expertise and workload.</p> <p>You'll find your study group is invaluable in supporting you through the demands of the programme.</p> <p><b>Teaching and Assessment</b></p> <p>you learn through a rich mix of case studies, class discussions, simulations, group work, guest speakers and private study.</p> <p>Each course is assessed using some, or all, of the following tools:</p> <ul style="list-style-type: none"> <li>• individual projects/essays/reports</li> <li>• examinations</li> <li>• class participation</li> <li>• group assignments/reports</li> <li>• class presentations.</li> </ul> <p>✓ While group work is an important part of the programme, at least 50%</p>
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	of assessment is based on individual work	of assessment is based on individual work.
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 <p>Médicis Business School</p> <p><b>Degrees + Certificates Awarded</b></p> 	<ul style="list-style-type: none"> <li>• Swiss Dual EMBA from SGSB Swiss Graduate School of Business, Vevey, in Swiss Riviera along the Lake Lemman, Switzerland</li> <li>➤ Double EMBA degrees</li> <li>➤ Separate and different Two Majors</li> <li>➤ Plus, Double Specialized certificates</li> </ul>	<ul style="list-style-type: none"> <li>• Swiss Dual EMBA from SGSB Swiss Graduate School of Business and France MBS Business School, Paris.</li> <li>➤ Triple EMBA degrees</li> <li>➤ Separate and different Three Majors</li> <li>➤ Plus, Triple Specialized certificates</li> </ul>
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<p><b>Thesis</b></p> <p><b>Capstone Project</b></p>	<ul style="list-style-type: none"> <li>○ The Capstone Project brings your coursework to life in a potentially life-changing way. As part of a team you will choose a project category and develop a business idea from inception to launch, leveraging the resources of our program and faculty, your classmates and alumni connections.</li> <li>○ The Capstone Project offers you the intellectual space, resources and mandate to strike out in a new and innovative direction: the opportunity to take your vision, expertise and experience, and make something new, by identifying a</li> </ul>
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niche and creating a business to fill it. And, whether your interest in our program is to further your career in a major corporation or give you the confidence to set out on your own, your participation in the project will enable you to do so in ways you may never have considered before.

- The Capstone Project sits at the heart of the Multiple Degree program of EMBA degree program from SGSB and partner schools. It is an opportunity to apply your program learning to your current business environment, a start-up or a social cause.
- Capstone will either bring the INTRAprenneur out of you even more or will unearth the ENTREpreneur in you. One is not better than the other. They are just different dynamics and life choices. In TRIUM, the fact is most of us are working for big companies, and will, in the end, most likely continue to do so – but in a different way than ever before. SGSB Dual or Triple EMBA will have changed you.



### The Capstone Journey



#### Module 1: Kick Off

Formal introduction by Capstone Project Directors to allow students to start thinking of ideas and forming teams.



#### Module 2: Idea Generation

Students pitch ideas to the class to start the Darwinian idea marketplace. Teams and base ideas are near final by the end of the module.

**Module 3: Teams Go!**

Final Capstone prospectus is approved by the Capstone Project Directors.

**Module 4: First Progress Report**

First informal presentation of project ideas in a closed-door environment with the Capstone Project Directors.

**Module 5: Live Test Run**

Formal live presentation summarizing the project is made to classmates.

**Module 6: Final Presentation**

Teams submit their final report of WORD and PPT versions as Hardcover 2- copy.  
and make their formal presentation to the Capstone Board



## EMBA Program Snapshot

- Thank you for considering Swiss Dual and/or Global Triple Executive MBA Program, the only program that is offered in shortest period of time in consideration of the diverse community that it serves.
- We understand that this is an important decision for you. A few points to consider:
- Consider the culture. Every school has its own culture in Switzerland and France. Find the business program that's right for you — academically, socially, and professionally. For example, Swiss SGSB Business School is known for its warm, caring, and tightknit community. That translates into many things, ranging from strong connections with the professors to passionately engaged in the community and Alumni.
- Consider your goals. Choose the business school that will help you reach your goals. Think about whether you want to reinvent your career, start a new venture, or show up a whole lot bigger in your current company. At Swiss SGSB, you'll develop relationships that form a lifelong community and are available through every career stage.
- Consider reaching out to us. If SGSB seems to feel right for you, a place where you will be nurtured while growing, we're available for discussion to serve you the most efficiently and effectively.

Here is some **Additional Information** to help you with your decision:

- 11 months program, Executive MBA program at our SGSB Business School, Swiss Riviera in Vevey and MBS Business School, Paris in France.
- Rigorous courses taught by successful, experienced faculty.
- Learning two semesters and writing your Capstone in one semester.
- Learn alongside highly experienced classmates and forge lifelong connections.
- Tell us what sets you apart. We are genuinely interested in learning more about you. SGSB Business School values interesting individuals who are earnest in their career aspirations. Our students are diverse. Our faculty is world-renowned. The



curriculum is rigorous. We believe this is an EMBA for executives that fit with your career goals.

**Here's what you need to do to apply, Admission Criteria:**

- GPA of 2.5 above (transcripts).
- A Master or Bachelor degree from an acknowledged University
- professional experience in addition to the degree
- Interview. Once your online application is complete and under review, you may be contacted by a member of the Admissions Office to schedule an on-campus interview with our Academic Program Dean.
  - Please keep in mind: Interviews are by invitation only.
- 1~2 recommendations required.
- Fluency in ENGLISH

**International Applicants**

- International students who do not have a degree from an institution in which all instruction is conducted in English must take either the TOEFL (Test of English as a Foreign Language) or the IELTS (International English Language Testing System).
- You may be exempted from the TOEFL or IELTS only if you have earned a degree from an institution in which English is the language of instruction.
- The TOEFL and IELTS scores are valid for two years. Your scores must be valid when you submit your application.



**Fast-Track your Academic Career with**  
 Swiss Dual & Global Triple BBA, **EBBA**, MBA and **EMBA**

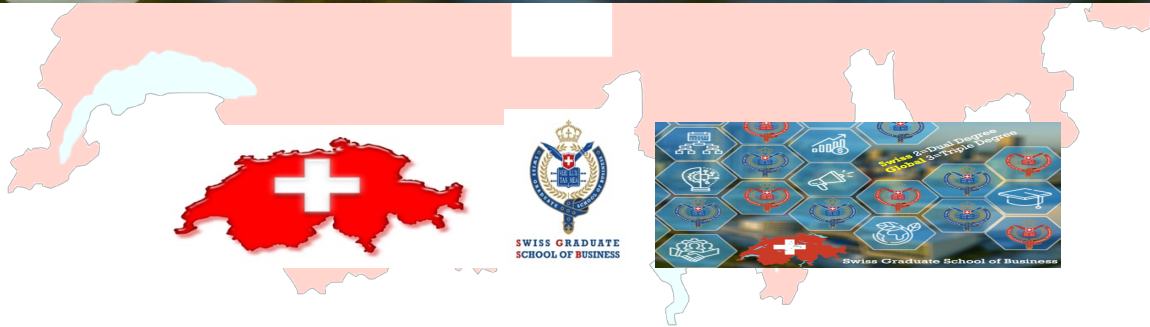
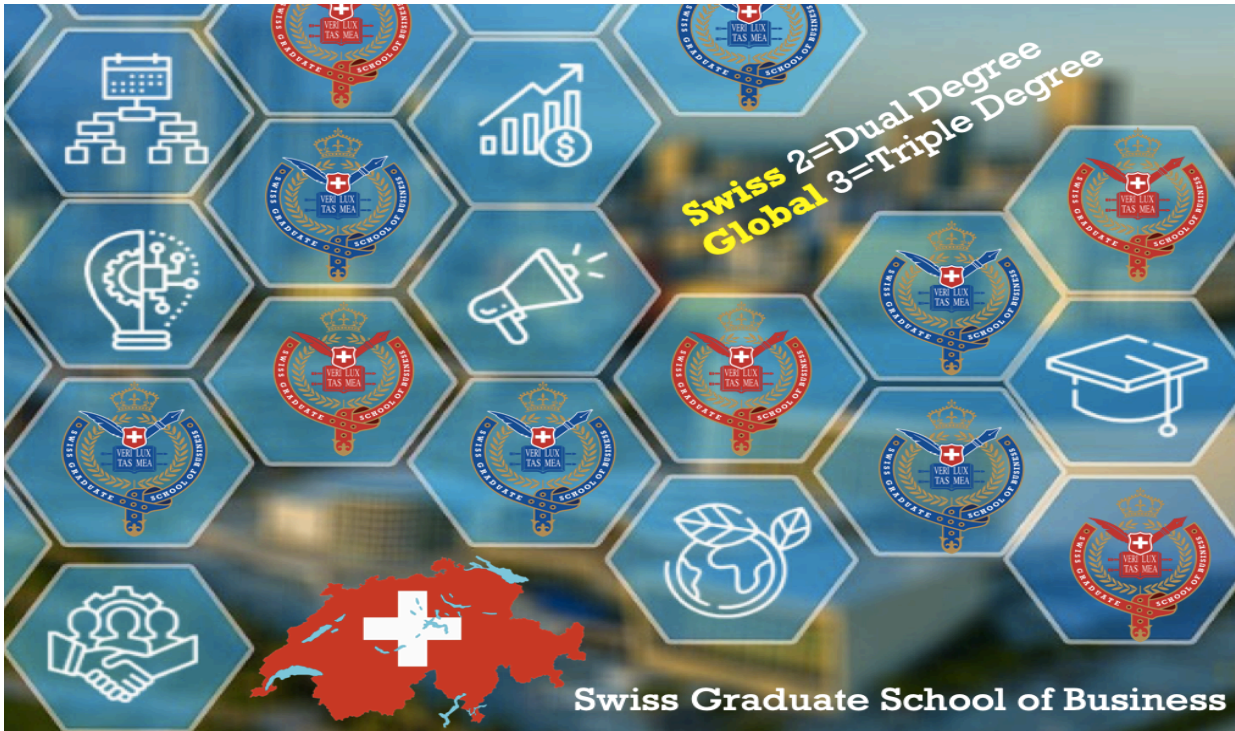
**GRADUATE**  
**SWISS**  
**SCHOOL OF**  
**BUSINESS**

**SWISS GRADUATE SCHOOL OF BUSINESS**

**mBs**  
 Médicis Business School

Swiss **Dual EMBA** Degree  **Global Triple EMBA** Degree

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 Master's degree aims to comprehensively prepare you for a wide range of career possibilities all focused on global business. While the first semester covers the fundamentals of management, the second semester on is devoted to a specialization, qualifying you for a future position in one of the following business fields:



Swiss **Dual EMBA** Degree  **Global Triple EMBA** Degree

Fast-Track your Academic Career with  
**Swiss 2 Dual + Global 3 Triple + International 4 Quadruple Degree**

Fast-Track your Academic Career with  
**Swiss 2 Dual + Global 3 Triple + International 4 Quadruple Degree**

Swiss Graduate School of Business

**Swiss 2 Dual Degree**  
 Swiss Graduate School of Business  
 Switzerland  
[www.sgsb.swiss](http://www.sgsb.swiss)

**Global 3 Triple Degree**  
 Swiss Graduate School of Business  
 MBS Medicis Business School  
 Paris, France



**International 4 Quadruple Degree**  
 Swiss Graduate School of Business, Vevey, Switzerland  
 MBS Medicis Business School, Paris, France  
 FIU, UCLA-USA, McGill-Canada, ARU, Uni.Northampton-UK

**Dual BBA 2 Years**  
**Dual MBA 11 Months**  
**DBA 2 Years**  
**PhD 3 Years**  
**DBA+PhD+AMP 3 Years**



**SWISS GRADUATE SCHOOL OF BUSINESS**  
www.SGSB.SWISS

Fast-Track your Academic Career with  
**Swiss 2 Dual + Global 3 Triple + International 4 Quadruple Degree**

**Swiss 2 Dual Degree**  
 Swiss Graduate School of Business  
 Switzerland  
[www.sgsb.swiss](http://www.sgsb.swiss)

**Global 3 Triple Degree**  
 Swiss Graduate School of Business  
 MBS Medicis Business School  
 Paris, France

**International 4 Quadruple Degree**  
 Swiss Graduate School of Business, Vevey, Switzerland  
 MBS Medicis Business School, Paris, France  
 FIU, UCLA-USA, McGill-Canada, ARU, Uni.Northampton-UK

**Dual BBA 2 Years**  
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**PhD 3 Years**  
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Swiss Graduate School of Business  
  
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