Student Achievement – Public Disclosure

SBS Swiss Business School

Business Unit(s) included in this report:

Doctor of Business Administration
Master of Business Administration
Master of Science
Bachelor of Business Administration

Academic Period Covered: 2023 - 2024

Date Report Posted: 17/05/2025

PROGRAM	MEASURE	TARGET	RESULT
Doctor of Business Administration	Employment Rate	>80%	100%
	Graduation	>80%	80%
	Retention	>80%	85%
	Job Placement	>70	N/A
Doctor of Business Leadership	Employment Rate	>80%	*
	Graduation	>80%	*
	Retention	>80%	*
	Job Placement	>70%	*
Executive Master of Business Administration	Employment Rate	>80%	95%
	Graduation	>80%	87%

	Retention	>80%	95%
	Job Placement	>70%	95%
Flex Master of Business Administration	Employment Rate	>80	*
	Graduation	>80%	*
	Retention	>80%	*
	Job Placement	>70%	*
Master of Business Administration with Concentrations			
International Management	Employment Rate	>80%	95%
	Graduation	>80%	90%
	Retention	>80%	90%
	Job Placement	>70%	90%
Marketing	Employment Rate	>80%	95%
	Graduation	>80%	90%
	Retention	>80%	90%
	Job Placement	>70%	90%
Global Finance & Banking	Employment Rate	>80%	95%
	Graduation	>80%	90%
	Retention	>80%	90%
	Job Placement	>70%	90%
Online Master of Business Administrations			
International Management	Employment Rate	>80%	95%
	Graduation	>80%	90%
	Retention	>80%	90%
	Job Placement	>70%	90%
Entrepreneurship	Employment Rate	>80%	95%
	Graduation	>80%	90%
	Retention	>80%	90%
	Job Placement	>70%	90%
Global Finance and Banking	Employment Rate	>80%	95%
	Graduation	>80%	90%
	Retention	>80%	90%

	Job Placement	>70%	90%
Marketing (Digital)	Employment Rate	>80%	95%
	Graduation	>80%	90%
	Retention	>80%	90%
	Job Placement	>70%	90%
Master of Science			
Healthcare Management	Employment Rate	>40	75%
	Graduation	>80	100%
	Retention	>80	90%
	Job Placement	>80	100%
Master of Science			
International Business	Employment Rate	>40%	75%
	Graduation	>80%	100%
	Retention	>80%	90%
	Job Placement	>80	100%
Bachelor of Business Administration			
International Management	Employment Rate	>80%	95%
	Retention	>80%	90%
	Job Placement	>70%	90%
Entrepreneurship	Employment Rate	>80%	*
	Retention	>80%	*
	Job Placement	>70%	*
Marketing	Employment Rate	>80%	95%
	Retention	>80%	90%
	Job Placement	>70%	90%
	Retention	>80%	90%
	Job Placement	>70%	90%
Online Top up Bachelor of Business Administration			
International Management	Employment Rate	>80%	*
	Retention	>80%	*
	Job Placement	>70%	*

Top Up Bachelor of Business Administration			
International Management	Employment Rate	>80%	*
	Retention	>80%	*
	Job Placement	>70%	*

* Insufficient Data available due to cohort size

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Employment Rates	The employment FT Rate is the percentage of all respondents who either reported being employed full time or pursuing continuing education. Data was collected directly from students or through secondary sources such as LinkedIn
Graduation Rates	Total number of students less dropouts, less students retaking one or several modules.
Retention Rates	Number of students who were active at the end of 2022-23 academic year and returned as active students in the program for the 2023-2024 academic year
Job Placement Rates	Calculated via reporting by students or from secondary sources such as LinkedIn