



## Public Disclosure of Student Achievement

**Institution Name: SBS Swiss Business School**

**Business Unit(s) included in this report:**

**Bachelor of Business Administration**

**Master of Science**

**Master of Business Administration**

**Doctor of Business Administration**

**Academic Period Covered: 2024 - 2025**

**Date Report Posted: 01/02/2026**

<b>PROGRAM</b>	<b>MEASURE</b>	<b>TARGET</b>	<b>RESULT</b>
<b>Doctor of Business Administration</b>	Employment Rate	>80%	100%
	Graduation	>80%	81%
	Retention	>80%	85%
	Job Placement	>70%	95%
<b>Doctor of Business Leadership</b>	Employment Rate	>80%	90%
	Graduation	>80%	78%
	Retention	>80%	82%
	Job Placement	>70%	95%
<b>Executive Master of Business Administration</b>	Employment Rate	>80%	95%
	Graduation	>80%	50%
	Retention	>80%	95%
	Job Placement	>70%	95%
<b>Master of Business Administration</b>	Employment Rate	>80	95%
	Graduation	>80%	70%
	Retention	>80%	82%
	Job Placement	>70%	84%
<b>Master of Business Administration with Concentrations</b>			

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%
<b>Online Master of Business Administrations</b>			
International Management	Employment Rate	>80%	95%
	Graduation	>80%	88%
	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%	89%
	Retention	>80%	90%
	Job Placement	>70%	90%
Human Resources Management	Employment Rate	>80%	*
	Graduation	>80%	*
	Retention	>80%	*
	Job Placement	>70%	*
Marketing (Digital)	Employment Rate	>80%	95%
	Graduation	>80%	88%
	Retention	>80%	90%

	Job Placement	>70%	90%
<b>Master of Science</b>			
Healthcare Management	Employment Rate	>80	75%
	Graduation	>80	53%
	Retention	>80	90%
	Job Placement	>80	100%
<b>Master of Science</b>			
International Business	Employment Rate	>80%	75%
	Graduation	>80%	50%
	Retention	>80%	90%
	Job Placement	>80	100%
<b>Bachelor of Business Administration</b>			
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%
Psychology	Employment Rate	>80%	*
	Graduation	>80%	*
	Job Placement	>70%	*
Communication	Employment Rate	>80%	95%
	Retention	>80%	90%
	Job Placement	>70%	90%
<b>Online Top up Bachelor of Business Administration</b>			
International Management	Employment Rate	>80%	*
	Retention	>80%	*
	Job Placement	>70%	*

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

\* Insufficient Data available due to cohort size

**Calculations for Measures**

<b>MEASURE</b>	<b>DESCRIPTION AND HOW IT WAS CALCULATED</b>
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 2023-24 academic year and returned as active students in the program for the 2024-2025 academic year
Job Placement Rates	Calculated via reporting by students or from secondary sources such as LinkedIn