



www.sbs.edu

BSc

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

| BSc PROGRAM INFORMATION

Jumpstart your global career with SBS Swiss Business School!

Our Bachelor of Science in Business Administration is a full-time program spread over three years, with two semesters each year, awarding a total of 183 ECTS credits. With classes held at our vibrant Kloten-Zurich campus, you'll learn from expert faculty and benefit from a cutting-edge, team-based learning approach that mirrors today's fast-paced business world. Unlock international career opportunities and prepare for the global business arena with SBS Swiss Business School. Your future starts here!

“ My BSc at SBS gave me a great Swiss state-accredited degree, valuable friendships, and principles that continued to support me when I transitioned to my Master's studies. The leadership and critical thinking skills I acquired have changed my outlook and continue to help me move forward in my career. ”

Erik Reznicek, BSc Alumni



WATCH HIS FULL STORY >



| BSc PROGRAM AT A GLANCE:

- Swiss state-accredited & internationally accredited by BAC, IACBE and ACBSP
- Located in Zurich, a global business hub and top-ranked city for quality of life
- 3-year full-time program
- Instruction fully in English
- International focus
- Includes internships, company visits, field trips, and more

| BSc CURRICULUM

3 SPECIALIZATIONS TO CHOOSE FROM:

■ INTERNATIONAL MANAGEMENT

Lead global strategies and manage cross-cultural teams.

■ ENTREPRENEURSHIP

Transform ideas into ventures with hands-on experience.

■ MARKETING

Turn consumer insights into powerful branding and strategy.

Note: Internships throughout the program: Years 1 & 2 – summer break; Year 3 – during the academic year. P/F: Pass/Fail

“

What I really appreciate about SBS is the personal learning environment. The smaller classes give you the opportunity to interact closely with lecturers, ask questions, and feel supported. It's a welcoming environment where you can connect with people and feel comfortable from the beginning.

”

Gloria Theresia Darda,
BSc Student



WATCH HER FULL STORY >

YEAR 1							
SEMESTER 1		ECTS		SEMESTER 2		ECTS	
ITP 100	Career Reflection Project	2	BUS110	Law for Business Professionals		5	
ACT 110	Financial Accounting	5	MIS122	Information Tech & AI		6	
MKT 104	Marketing	5	MGT106	Project Management		5	
MGT102	Management	5	STA111	Managerial Statistics		6	
FIN108	Principles of Finance	5	MGT110	Sustainable HRM		5	
ECO101	Economics	5	COV106	Company Visits and Seminars		P/F	
COV101	Company Visits and Seminars	P/F	FRL 106	German Language		3	
FRL101	German Language	3					
TOTAL		30		TOTAL		30	
YEAR 2							
SEMESTER 3		ECTS		SEMESTER 4		ECTS	
ITP 203	Internship II	P/F	ECO211	International Economics		6	
FIN221	Principles of Finance II	6	MGT218	Strategic Sales Management		6	
ACT 201	Advanced Accounting	6	FIN222	International Finance		6	
MKT 231	Digital Marketing	6	MIS223	Information Tech II & AI		6	
FIN202	Venture Capital and Private Equity	6	COV 206	Company Visits and Seminars		P/F	
COV201	Company Visits and Seminars	P/F	FRL211	German Language		3	
FRL 206	German Language	3					
International Management Specialization Courses							
FIN201	Money and Banking	3	BUS246	European Business		3	
Marketing Specialization Courses							
MKT208	Public Relations	3	MKT 297	Advanced Digital Marketing and Analytics		3	
Entrepreneurship Specialization Courses							
ACT208	Financial Statement Analysis	3	ENT223	Business Models and Planning		3	
Total ECTS		30		Total ECTS		30	
YEAR 3							
SEMESTER 5		ECTS		SEMESTER 6		ECTS	
ITP 301	Internship III	P/F	BUS 316	Business in a World Economy		6	
FIN321	Financial Planning and Budgeting	6	MKT 316	Strategic Marketing		6	
MGT 331	Strategic Leadership and Change	6	FRL 320	German Language		3	
THE306	Advanced Research Methods	3	THE 351	Thesis		15	
STR 305	Statistics for Research	3					
FRL 311	German Language	3					
International Management Specialization Courses							
MGT321	Total Quality Management	3					
MGT311	Negotiation Skills	3	FIN341	Cases in Finance		3	
MKT336	Cases in Sustainable Marketing	3					
Marketing Specialization Courses							
MKT332	Sustainable Product Development	3					
MKT311	Sustainable Consumer Behavior	3	MKT 341	Services Marketing		3	
MKT 321	Retail Strategy	3					
Entrepreneurship Specialization Courses							
ENT321	Technology Entrepreneurship	3					
ENT341	Mergers and Acquisitions	3	ENT331	Cases in Sustainable Entrepreneurship		3	
ENT311	Family Business Management	3					
Total ECTS		30		Total ECTS		33	
Total BSc credits						183	