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**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!



“ Completing my BSc at SBS Swiss Business School has been an invaluable experience, especially at a time when higher education is challenged for real-world impact. The program didn't just teach theory: it emphasized soft skills, collaboration, and preparing for tangible career outcomes. I'm also grateful for the deep connections I formed with peers and professors, which mirror the 'human element' universities must preserve amid technological change. This combination of academic rigor, supportive community, and international outlook has prepared me for the next steps in my career and personal growth. That being said, I can only say, thank SBS! ”

Erik Reznicek, BSc Alumni



## 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

### 4 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.

#### SUSTAINABLE BUSINESS MANAGEMENT

Drive business success through sustainability and innovation.

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

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			
<b>TOTAL</b>		<b>30</b>	<b>TOTAL</b>		<b>30</b>

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
Sustainable Business Management Specialization Courses					
SUS105	Introduction to Sustainability Management	3	SUS114	Climate Change and Mitigation	3
<b>Total ECTS</b>		<b>30</b>	<b>Total ECTS</b>		<b>30</b>

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			
Sustainable Business Management Specialization Courses					
SUS 333	Circular Economy & Innovation	3			
SUS361	Sustainability Reporting and Metrics	3	SUS395	Global Environmental Policy and Business Risks	3
SUS346	Energy Management and Sustainable Practices	3			
<b>Total ECTS</b>		<b>30</b>	<b>Total ECTS</b>		<b>30</b>
<b>Total BSc credits</b>					<b>183</b>