



Bachelor Admissions Policy

Business and Services

SBS SWISS BUSINESS SCHOOL

Governing principle: Transparent and shared decision-making.

Policy Owner	Academic Dean
Approval Authority	FAB Faculty and Academic Board
Policy Area	Academic Affairs - Admissions
Applicable Programs	Bachelor's programs assigned to the Swiss higher education field of Business and Services
Version	2.8.
Effective Date	15.09.2026
Review Cycle	At least every two years, or earlier, following a relevant change in Swiss legislation or binding regulation

SDG goals: 4,5,9,10,11,12,13,17.

Academic Dean: Policy Endorsed 01.10.2019

As the Academic Dean of SBS Swiss Business School, I am committed to ensuring that our entire business school operates in accordance with these principles and policies. We are also committed to continuous improvement and fully endorse this policy.

Contents

1. Purpose	4
2. Scope.....	4
3. Legal and Regulatory Basis	4
3.1 Higher Education Act (HEdA/HFKG).....	4
3.2 UAS Admission Ordinance	4
3.3 Swissuniversities Best Practices	5
3.4 Federal Vocational Baccalaureate Framework	5
3.5 Priority of Law	5
3.6 Institutional Accreditation and Quality Assurance	5
3.7 Permeability and Equivalent Admission Pathways	5
3.8 Integrity of Admission Decisions.....	6
4. Fundamental Admission Principles	6
4.1 Recognized Admission Route Required.....	6
4.2 No General Discretionary Admission	6
4.3 Admission and Credit Recognition Are Separate.....	6
5. Direct Admission - Related Federal Vocational Baccalaureate	6
6. Specialized Baccalaureate	7
6.1 Related Specialized Baccalaureate.....	7
6.2 Specialized Baccalaureate in an Unrelated Field.....	7
6.3 Qualification Mapping	7
7. Swiss Academic Baccalaureate	7
8. Unrelated Vocational or Specialized Baccalaureate	7
9. Professional Admission Route - Age 25+ and Entrance Examination.....	8
9.1 Nature of the Age-25+ Admission Route.....	8
9.2 Appropriate Use of the Admission Route	8
9.3 SBS Quality-Assurance Monitoring	8
10. Higher Professional Education - HF	9
10.1 Related HF Diploma	9
10.2 Unrelated HF Diploma	9
11. Advanced Federal Diploma of Higher Education - HFP	9
11.1 Related HFP	9
11.2 Unrelated HFP	9
12. Federal Diploma of Higher Education - BP	9
12.1 Related BP	9
12.2 Unrelated BP.....	10
13. Foreign Educational Qualifications.....	10

13.1 General Principle	10
13.2 Assessment Criteria.....	10
13.3 Foreign Qualification Equivalent to an Academic Baccalaureate	10
13.4 Foreign Vocational Qualification	10
13.5 Qualifications Not Fully Equivalent.....	10
14. Documentation for Foreign Qualifications	10
15. English-Language Requirement.....	11
16. Admissions Interview	11
17. Recognition of Prior Learning and Advanced Standing	11
17.1 General Principle	11
17.2 Higher Professional Education	11
17.3 Standardized HF Pathways	11
17.4 Recognition Above 60 ECTS	11
17.5 Prior University Study	12
18. Admissions Decisions	12
B. Conditional Offer — Admission Pending Verification.....	12
18A. Transparency, Publication, Complaints, and Review	12
18A.1 Transparency of Admission Requirements	12
18A.2 Documentation of Decisions	13
18A.3 Complaints and Review.....	13
18A.4 Responsibility for Review	13
19. Admissions Committee.....	13
20. Documentation and Audit Trail	14
21. Equal Treatment and Consistency	14
22. Periodic Review	14
23. Summary Admission Matrix.....	15
Appendix A. Business and Services Work Experience Competency Framework	16
Appendix B. SBS Bachelor Entrance Examination Regulations.....	23
Legal and Regulatory References.....	29
Implementation Instruments	29

1. Purpose

This policy establishes the admission requirements and procedures applicable to Bachelor's programs offered by SBS Swiss Business School in the field of Business and Services.

The policy has the following objectives:

1. Ensure compliance with Swiss higher education legislation governing admission to universities of applied sciences and universities of applied sciences institutes.
2. Maintain the practice-oriented character required of university of applied sciences education.
3. Provide transparent and equitable admission pathways for applicants with different educational backgrounds.
4. Recognize relevant professional and prior educational achievements without lowering statutory admission standards.
5. Provide structured pathways for vocational, international, and experienced adult applicants.
6. Ensure that every admission decision is documented, consistent, auditable, and academically defensible.

2. Scope

This policy applies to applicants seeking admission to SBS Bachelor programs assigned to the Swiss University of Applied Sciences field of Business and Services, including Bachelor programs in Business Administration and other programs formally allocated to this field.

Programs falling within another regulated UAS field are subject to the admission requirements applicable to that field.

This policy governs:

- standard admission based on Swiss qualifications
- admission requiring relevant work experience
- the regulated age-25+ entrance-examination route
- holders of higher professional education qualifications
- international applicants and foreign credential equivalence
- recognition of prior study and advanced standing
- admission examinations
- verification, documentation, and audit of admission eligibility

3. Legal and Regulatory Basis

3.1 Higher Education Act (HEdA/HFKG)

The Federal Act on Funding and Coordination of the Swiss Higher Education Sector (HEdA/HFKG), SR 414.20, particularly Article 25, establishes the principal routes for entry into the first study cycle at a university of applied sciences. These routes include a related Federal Vocational Baccalaureate and vocational qualification, an academic baccalaureate combined with at least one year of relevant professional experience, and a related Specialized Baccalaureate.

3.2 UAS Admission Ordinance

The Ordinance of the Higher Education Council of May 20, 2021, on Admission to Universities of Applied Sciences and Universities of Applied Sciences Institutes (UAS Admission Ordinance), SR 414.205.7, regulates admission without and with entrance examination, additional field-specific admission

requirements, and the requirements for work experience. The version currently in force includes the amendment effective July 1, 2025.

3.3 Swissuniversities Best Practices

SBS shall consider the applicable Swissuniversities Best Practices and published guidance concerning UAS Bachelor admission, work experience, permeability from higher professional education, recognition of prior learning, and the assessment of foreign educational qualifications.

3.4 Federal Vocational Baccalaureate Framework

Where an SBS entrance examination is required to establish readiness corresponding to the Federal Vocational Baccalaureate level, SBS shall use the current SBFI Framework Curriculum for the Federal Vocational Baccalaureate as the principal academic benchmark. The revised framework has been applied since March 1, 2026.

3.5 Priority of Law

Where any provision of this policy conflicts with mandatory Swiss law or binding regulation, the higher-ranking legal provision shall prevail. SBS may impose additional academic requirements where legally permissible, but should not reduce or waive a mandatory statutory requirement.

3.6 Institutional Accreditation and Quality Assurance

Admission forms part of the SBS institutional quality-assurance system.

In accordance with Article 30 of the HFKG, the SBS quality-assurance system shall provide assurance that the applicable admission requirements are met.

SBS shall therefore ensure that admission requirements are not only formally defined but also consistently implemented, documented, reviewed, and subject to appropriate quality assurance.

For the purposes of institutional accreditation, SBS shall ensure that:

1. admission requirements correspond to the applicable statutory framework and the institutional type;
2. admission rules and responsibilities are formally regulated;
3. the principal admission requirements are publicly accessible;
4. equivalent cases are assessed consistently;
5. decisions are supported by appropriate documentary evidence;
6. an appropriate procedure exists for complaints and, where applicable, review;
7. implementation of the admission framework is periodically reviewed; and
8. identified deficiencies result in appropriate corrective measures.

3.7 Permeability and Equivalent Admission Pathways

SBS recognizes the principle of permeability within the Swiss education system.

Applicants may enter university of applied sciences education through different legally recognized educational and professional pathways.

SBS shall therefore assess applicants on the basis of the admission pathway applicable to their educational and professional background and shall recognize equivalent preparation where this is permitted by the applicable legal framework.

Alternative admission pathways shall not be treated as inherently inferior to traditional admission pathways.

At the same time, permeability shall not be interpreted as permitting the reduction, waiver, or substitution of a mandatory admission requirement.

Where an alternative admission pathway requires additional professional experience, competency evidence, or an entrance examination, those requirements must be fulfilled before admission eligibility can be confirmed.

3.8 Integrity of Admission Decisions

Admission decisions shall be based exclusively on legitimate academic, educational, professional, regulatory, language, and program requirements.

Enrollment objectives, tuition revenue, commercial considerations, recruitment arrangements, partner recommendations, employer status, personal influence, or administrative convenience shall not justify the waiver or reduction of a mandatory admission requirement.

Where an applicant does not satisfy one admission route, SBS shall, where appropriate, determine whether the applicant may qualify through another legally recognized pathway.

The objective shall be to preserve both principles underlying the Swiss admission framework:

permeability for applicants who can demonstrate the required level through a recognized pathway, and protection of the academic and practice-oriented standard of university of applied sciences education.

4. Fundamental Admission Principles

4.1 Recognized Admission Route Required

Every applicant must meet the requirements of a recognized admission pathway. Professional achievement, employer recommendation, management seniority, entrepreneurship, an interview, English proficiency, ability to pay tuition, or exceptional motivation shall not independently replace a statutory admission condition.

4.2 No General Discretionary Admission

SBS shall not operate a general policy under which applicants who fail to satisfy legally required conditions can nevertheless be admitted solely at the discretion of Admissions.

Applicants who do not meet the standard admission pathway will be assessed to determine whether they qualify for another legally recognized admission route. Individual review does not waive mandatory admission requirements.

4.3 Admission and Credit Recognition Are Separate

Eligibility for admission does not automatically confer entitlement to advanced standing, credit transfer, or exemption from courses. Admission eligibility shall be established first; recognition of prior learning shall then be evaluated separately under the relevant SBS regulations.

5. Direct Admission - Related Federal Vocational Baccalaureate

An applicant shall normally be admitted without an entrance examination where the applicant holds a Federal Vocational Baccalaureate together with a Federal VET Diploma in an occupation related to Business and Services.

No additional year of professional experience shall be required where the vocational education is related to the intended field. SBS shall maintain an approved qualification mapping identifying vocational qualifications considered related to Business and Services.

6. Specialized Baccalaureate

6.1 Related Specialized Baccalaureate

An applicant holding a recognized Swiss Specialized Baccalaureate (Fachmaturität) in an occupational field related to the intended Bachelor program shall be admitted without an entrance examination, subject to verification of the qualification and its relationship to the intended field of study.

Relatedness shall be determined on the basis of the orientation and competencies of the qualification, the intended field of study, applicable Swiss admission requirements, and recognized sector guidance.

The inclusion of individual courses in business, economics, management, or related subjects shall not, by itself, establish that a Specialized Baccalaureate is related to the field of Business and Services.

6.2 Specialized Baccalaureate in an Unrelated Field

Where the Specialized Baccalaureate is not related to the intended Bachelor program, the applicant shall demonstrate at least one year of relevant work experience in a professional field related to Business and Services.

The work experience shall satisfy the requirements set out in Appendix A.

6.3 Qualification Mapping

SBS shall maintain a controlled Qualification Mapping Register identifying qualifications that are:

- directly related to the intended field;
- not directly related to the intended field; or
- subject to individual assessment.

The classification shall be based on objective educational and professional criteria and shall be applied consistently to applicants presenting substantially equivalent qualifications.

Where relatedness cannot be clearly determined from the qualification itself, the Admissions Committee shall assess the qualification's substance, orientation, competencies, and progression rights.

7. Swiss Academic Baccalaureate

An applicant holding a recognized Swiss academic baccalaureate shall be eligible for admission after demonstrating at least one year of relevant work experience in a profession or professional environment related to Business and Services.

The work experience must provide practical and theoretical occupational knowledge and shall be assessed in accordance with Appendix A - Business and Services Work Experience Competency Framework.

8. Unrelated Vocational or Specialized Baccalaureate

Applicants holding either a Federal Vocational Baccalaureate associated with an occupation not related to Business and Services or a Specialized Baccalaureate in an unrelated field shall normally demonstrate at least one year of relevant work experience in Business and Services.

The experience shall satisfy Appendix A.

9. Professional Admission Route - Age 25+ and Entrance Examination

Under Article 3 of the UAS Admission Ordinance, a person may be admitted to the first semester of a Bachelor's program in Business and Services after passing an entrance examination if all the following conditions are met:

1. the applicant is at least 25 years old;
2. the applicant holds a qualification from a program of at least three years at upper-secondary level; and
3. the applicant has completed at least one year of relevant work experience meeting the requirements of the UAS Admission Ordinance and Appendix A.

The purpose of the entrance examination is to determine whether the applicant has reached the Federal Vocational Baccalaureate level. The examination shall be governed by Appendix B - SBS Bachelor Entrance Examination Regulations.

Professional experience, management seniority, entrepreneurship, or a portfolio may support the admission assessment, but shall not replace the entrance examination required for this route.

9.1 Nature of the Age-25+ Admission Route

The admission route under Article 3 of the UAS Admission Ordinance provides an alternative admission pathway for applicants who do not qualify through one of the ordinary maturity-based routes.

An applicant may be admitted through this route only where all applicable statutory requirements are fulfilled.

For Bachelor's programs in Business and Services, the applicant shall:

1. be at least 25 years of age;
2. hold a qualification resulting from a program of at least three years at upper-secondary level;
3. demonstrate at least one year of relevant work experience in accordance with Appendix A; and
4. successfully complete an entrance examination establishing that the applicant has reached the academic level of the Federal Vocational Baccalaureate.

These requirements are cumulative.

Professional seniority, entrepreneurship, management responsibility, employer recommendation, motivation, or other professional achievements may be considered as contextual information but should not replace any mandatory admission requirement.

9.2 Appropriate Use of the Admission Route

SBS shall apply this admission route with appropriate restraint and in a manner consistent with the purpose of the Swiss admission framework.

The route shall not be operated or promoted as an easier substitute for the Federal Vocational Baccalaureate or other ordinary admission qualifications.

Where an applicant already satisfies another recognized admission pathway, that pathway shall normally be used and documented.

9.3 SBS Quality-Assurance Monitoring

As an institutional quality-assurance measure, SBS shall periodically review the operation of this admission route.

The review may include:

- the number and proportion of applicants admitted through the route;
- entrance-examination outcomes;

- the quality and relevance of verified professional experience;
- subsequent academic progression;
- first-year academic performance;
- withdrawals or academic difficulties; and
- consistency in the application of the admission requirements.

Where the review identifies a material risk that the route is no longer establishing an admission level equivalent to that required under the applicable legal framework, SBS shall take appropriate corrective measures.

This monitoring requirement is an SBS quality-assurance measure and does not establish an additional statutory admission condition for individual applicants.

10. Higher Professional Education - HF

SBS supports permeability between Swiss higher professional education and the university of applied sciences sector, subject to applicable Swissuniversities Best Practice and SBS quality assurance.

10.1 Related HF Diploma

Applicants holding a federally recognized HF diploma in a profession related to the intended SBS field may be admitted without an entrance examination, subject to verification of the qualification and its relevance.

10.2 Unrelated HF Diploma

Applicants holding an HF diploma in an unrelated profession may be admitted if they additionally demonstrate at least 1 year of relevant professional experience in Business and Services, as assessed under Appendix A.

11. Advanced Federal Diploma of Higher Education - HFP

11.1 Related HFP

Applicants holding an HFP qualification related to the intended program may be admitted where they demonstrate the general-education competencies required under the applicable Swissuniversities permeability guidance. Those competencies shall be oriented toward the requirements of the Federal Vocational Baccalaureate.

Where adequate evidence is unavailable, SBS may require an entrance examination covering the missing general-education competencies.

11.2 Unrelated HFP

Where the HFP is unrelated to the intended program, the applicant shall additionally demonstrate at least one year of relevant professional experience and the required general-education competencies. Where necessary, an entrance examination shall be required.

12. Federal Diploma of Higher Education - BP

12.1 Related BP

Applicants holding a Federal Diploma of Higher Education/BP in a related professional field may be admitted upon successful completion of the required entrance examination that assesses general-education competencies at the appropriate level.

12.2 Unrelated BP

Applicants holding an unrelated BP shall successfully complete the required entrance examination and demonstrate at least one year of professional experience related to Business and Services under Appendix A.

13. Foreign Educational Qualifications

13.1 General Principle

Foreign educational qualifications shall not be accepted solely because the qualification is called a high school diploma, baccalaureate, secondary diploma, or similar title. SBS shall assess the substantive equivalence of the qualification with the appropriate Swiss admission qualification.

13.2 Assessment Criteria

SBS may consider the following factors when determining equivalence:

- level and duration of the qualification and prior schooling
- curriculum and general-education content
- vocational content and practical preparation
- subjects studied and examination requirements
- academic progression rights in the country of origin
- status and recognition of the awarding institution
- authenticity of documentation
- whether the qualification grants access to higher education in the country of origin

13.3 Foreign Qualification Equivalent to an Academic Baccalaureate

Where a foreign qualification is determined to be equivalent to a Swiss academic baccalaureate, the applicant shall normally also demonstrate at least one year of relevant professional experience under Appendix A.

13.4 Foreign Vocational Qualification

Where equivalence with the Swiss vocational pathway is claimed, SBS shall assess both the general educational component and the vocational education, including its relationship to Business and Services. Direct admission shall be granted only where sufficient equivalence with the corresponding Swiss pathway is established.

13.5 Qualifications Not Fully Equivalent

Where a foreign qualification is not sufficiently equivalent to a recognized Swiss admission qualification, SBS may require, where legally permissible, additional education, a recognized supplementary qualification, an entrance examination where the applicant qualifies for such a route, further professional experience, or another legally recognized pathway. An admissions interview alone shall not remedy a material deficiency in the underlying educational qualification.

14. Documentation for Foreign Qualifications

SBS may require the following documentation:

- officially certified diplomas
- official transcripts and subject lists
- grading scales
- proof of duration of education

- official translations
- proof of higher education eligibility
- direct institutional verification
- additional credential-evaluation evidence

SBS reserves the right to verify documents directly with issuing institutions or recognized verification services. Fraudulent, altered, or misleading documentation may result in rejection, withdrawal of admission, cancellation of enrollment, or disciplinary action under applicable SBS regulations.

15. English-Language Requirement

Applicants must demonstrate sufficient English-language proficiency to successfully undertake the program, which is delivered in English. Accepted evidence and minimum requirements shall be defined in the applicable program regulations.

SBS may waive a separate English test where reliable evidence demonstrates previous education conducted in English at an appropriate level. English-language competence is an additional program requirement and does not replace statutory educational, professional-experience, or entrance-examination requirements.

16. Admissions Interview

SBS may conduct an admissions interview to assess motivation, establish program fit, clarify educational history, verify professional responsibilities, clarify documentation, assess communication capability, and identify academic support needs.

The interview shall not be used to waive mandatory admission requirements.

17. Recognition of Prior Learning and Advanced Standing

17.1 General Principle

Admission and recognition of prior learning are separate decisions. Prior learning shall be recognized only where sufficient correspondence exists between prior competencies and the learning outcomes of the SBS program.

17.2 Higher Professional Education

In line with Swissuniversities permeability guidance, learning and competencies acquired through higher professional education may be recognized up to the applicable maximum, which may extend to 90 ECTS where correspondence with the Bachelor program is demonstrated. The maximum does not create an entitlement to a particular number of credits.

17.3 Standardized HF Pathways

SBS may establish predefined articulation arrangements for selected closely related HF qualifications. Where formal curriculum mapping demonstrates sufficient equivalence, SBS may award a predetermined block of advanced standing. As an SBS policy principle, standardized recognition would normally be capped at up to 60 ECTS unless a more extensive mapping has been specifically approved.

17.4 Recognition Above 60 ECTS

Recognition above 60 ECTS shall require an individual or formally validated program-level equivalence assessment. SBS shall consider academic level, learning outcomes, content, workload, assessment standards, professional learning, currency of competencies, and correspondence with the SBS degree. Recognition shall never exceed the maximum permitted under applicable regulations and policy.

17.5 Prior University Study

Credits earned at a recognized higher education institution may be transferred to where they are at an appropriate level, have been successfully completed, substantially correspond to SBS learning outcomes, are supported by official records, and preserve the integrity of the SBS degree.

18. Admissions Decisions

Decision	Meaning
A. Admitted	All admission requirements are fulfilled.
B. Conditional Offer — Admission Pending Verification	A conditional offer indicating that the applicant is likely to satisfy the requirements, issued while specified evidence, certification, authentication, or verification remains outstanding. It does not confirm that the admission requirements have been fulfilled.
C. Additional Requirements Required	The applicant may become eligible after completing specified requirements such as work experience, entrance examination, language evidence, supplementary education, or additional verification.
D. Not Admitted	The applicant does not meet the requirements of a recognized admission pathway for the intended intake.

B. Conditional Offer — Admission Pending Verification

A conditional offer may be issued where the available evidence indicates that an applicant is likely to satisfy the applicable admission requirements, but specified evidence, certification, authentication, or verification remains outstanding.

A conditional offer does not constitute final confirmation that the statutory and institutional admission requirements have been fulfilled.

The conditional offer shall identify:

1. the outstanding documentation or evidence;
2. any outstanding admission condition;
3. the deadline or stage by which the condition must be fulfilled; and
4. the consequences of failure to satisfy the condition.

Final confirmation of admission eligibility shall be issued when SBS has obtained sufficient evidence to establish that the applicant satisfies a recognized admission pathway.

Administrative registration, payment of tuition or other fees, an admissions interview, issuance of a student number, or issuance of a conditional offer shall not waive or substitute a mandatory admission requirement.

Where required evidence cannot be verified or establishes that the applicant does not satisfy the applicable admission requirements, SBS may withdraw the conditional offer or issue another admission decision in accordance with this policy.

18A. Transparency, Publication, Complaints, and Review

18A.1 Transparency of Admission Requirements

SBS shall regulate its Bachelor admission requirements in a clear, transparent, and consistent manner.

The principal admission requirements shall be made publicly accessible so that prospective applicants can identify the educational, professional, language, language, language, examination, and documentary requirements applicable to the relevant program.

SBS shall not operate unpublished admission pathways or informal exemptions from mandatory admission requirements.

18A.2 Documentation of Decisions

Admission decisions shall be supported by sufficient documentation to permit the basis of the decision to be reconstructed.

Where an applicant is not admitted or is required to complete additional admission requirements, the applicant shall be informed of the substantive basis of the decision.

The applicant record shall identify as appropriate:

- the admission route assessed;
- the educational qualification considered;
- professional-experience requirements;
- entrance examination requirements;
- equivalence assessments;
- outstanding conditions; and
- the final admission decision.

18A.3 Complaints and Review

SBS shall maintain an appropriate and published procedure for complaints and, where applicable under SBS regulations, the review of admission decisions.

Such a procedure may consider whether:

- the applicable admission regulation was correctly applied;
- relevant evidence was considered;
- a qualification or professional experience was correctly classified;
- a material factual or administrative error occurred;
- substantially equivalent applicants were treated consistently; and
- the applicable SBS procedure was followed.

A complaint or review procedure shall not be used to waive, reduce, or substitute a mandatory statutory admission requirement.

18A.4 Responsibility for Review

Where reasonably practicable, a review of a contested admission decision shall involve a person or body that was not solely responsible for the original decision.

Complex, disputed, or precedent-setting matters may be referred to the Academic Dean, the Admissions Committee, or another competent SBS body in accordance with applicable SBS regulations.

19. Admissions Committee

SBS shall maintain an Admissions Committee or equivalent authorized academic admissions function responsible for:

- interpretation of admission requirements
- foreign qualification equivalence
- recognition of professional experience

- entrance-examination decisions
- higher professional education cases
- exceptional qualification structures
- consistency of precedent
- recommendations relating to advanced standing

Complex or precedent-setting cases shall be referred to the Academic Dean. The Admissions Committee may interpret legitimate uncertainty, but shall not create exemptions from binding legal requirements.

20. Documentation and Audit Trail

Every admitted student shall have an admissions file that demonstrates the basis on which admission was granted. The file shall clearly identify the applicable pathway and the evidence supporting it.

Examples of recorded admission routes include:

- Related Federal Vocational Baccalaureate + related Federal VET Diploma.
- Swiss Academic Baccalaureate + verified one-year relevant work experience.
- Article 3 professional admission route: age 25+ + qualifying upper-secondary education + verified one-year relevant work experience + entrance examination passed.
- Related HF Diploma.
- Unrelated HF Diploma + verified relevant professional experience.
- Foreign qualification assessed as equivalent to a Swiss academic baccalaureate + verified professional experience.

Admission records shall be retained in accordance with SBS document-retention rules and applicable law.

21. Equal Treatment and Consistency

Applicants presenting substantially equivalent circumstances shall be assessed using the same standards. Country-specific credential practices shall be documented and consistently applied. Admissions decisions shall not be influenced by considerations unrelated to legitimate academic, regulatory, language, professional, or program requirements.

22. Periodic Review

The Academic Dean shall initiate a review of this policy when:

- HEdA/HFKG is amended
- The UAS Admission Ordinance is amended
- the Higher Education Council changes relevant regulations
- SBFJ changes the Federal Vocational Baccalaureate framework
- Swissuniversities materially changes its Best Practices
- accreditation authorities identify a compliance issue
- SBS introduces programs in another regulated field
- SBS quality assurance identifies inconsistent implementation

23. Summary Admission Matrix

Applicant Profile	Professional Experience	Entrance Examination	Normal Route
Related Federal Vocational Baccalaureate + related Federal VET Diploma	Nonadditional	No	Direct
Related Specialized Baccalaureate	Nonadditional	No	Direct
Swiss Academic Baccalaureate	1 year relevant	No	After verification
Unrelated Vocational Baccalaureate	1 year relevant	No	After verification
Unrelated Specialized Baccalaureate	1 year relevant	No	After verification
Age 25+ with at least a 3-year upper-secondary qualification	1 year relevant	Yes - BM level	After passing
Related HF Diploma	Normally none	No	Direct
Unrelated HF Diploma	1 year relevant	No	After verification
Related HFP	General-education competence required	If evidence insufficient	Conditional
Unrelated HFP	1 year relevant + general-education competence	If evidence insufficient	Conditional
Related BP	As applicable	Yes	After passing
Unrelated BP	1 year relevant	Yes	After passing
Equivalent foreign academic qualification	Normally, 1 year relevant	Normally no	After equivalence review
Other foreign qualification	As determined under the recognized route	Where legally applicable	Case-specific recognized route

Appendix A. Business and Services Work Experience Competency Framework

A.1 Purpose

This Appendix establishes the operational criteria that SBS uses to determine whether professional experience meets the relevant work experience requirement for admission to a Bachelor's program in Business and Services.

It applies whenever the Admissions Policy requires one year of professional experience. The Appendix implements the applicable Swiss work-experience requirements and the relevant Business and Services competency framework; it does not create a parallel regulatory standard.

A.2 Governing Assessment Principle

Professional experience shall be assessed according to: duration + relevance + competencies + verified evidence

A job title alone is insufficient. Twelve months of employment shall not automatically qualify if the work did not provide relevant Business and Services competencies. Conversely, experience outside a conventional office environment may qualify where the required competencies are clearly demonstrated.

A.2A Relationship to the Applicable Work-Experience Requirements

Appendix A operationalizes the requirements concerning relevant work-world experience applicable to Bachelor admission in the field of Business and Services.

It shall be applied in accordance with the UAS Admission Ordinance and the applicable Swiss universities competency catalogs and Best Practice concerning work-world experience in Business and Services.

Appendix A does not establish an alternative SBS admission standard and shall not be interpreted as permitting SBS to reduce or circumvent the applicable requirements.

Where a higher-ranking legal or regulatory requirement conflicts with this Appendix, the higher-ranking requirement shall prevail.

A.2B Competence-Based Assessment

The assessment of professional experience shall focus on the competencies acquired and applied through professional activity.

A job title, employer name, organizational seniority, or length of employment alone shall not determine whether the experience is relevant.

The Admissions Committee shall consider:

- duration;
- workload;
- actual responsibilities;
- relationship to Business and Services;
- practical professional knowledge;
- theoretical professional knowledge;
- methodological competencies;
- professional and social competencies; and
- reliability of the supporting evidence.

A.2C Equivalent Forms of Professional Experience

Professional experience may be acquired through different employment and professional arrangements.

Part-time employment, multiple periods of employment, international professional experience, structured internships, self-employment, entrepreneurship, and verified work in a family business may be recognized when SBS can demonstrate that the applicable requirements regarding duration, relevance, competencies, professional responsibility, and evidence have been met.

Applicants shall not be disadvantaged solely because relevant professional competencies were acquired through a non-traditional employment arrangement.

Equivalent competencies shall be assessed according to equivalent standards.

A.2D Review of the Framework

The Academic Dean shall ensure that Appendix A and the associated administrative instruments are reviewed whenever the applicable legislation, UAS Admission Ordinance, Swissuniversities competency catalogs, or other relevant national requirements materially change.

A.3 Duration

Where one year of professional experience is required, the applicant shall normally demonstrate the equivalent of 12 months of full-time professional activity at a 100% workload. Part-time employment may be calculated proportionally, and separate qualifying periods may be combined.

Examples: 12 months at 100% = one year; 24 months at 50% = one year full-time equivalent. The required experience must normally be completed before commencement of the Bachelor's program.

A.4 Core Business Competency Domains

A.4.1 Managing Materials, Goods, or Services

Relevant evidence may include:

- supporting procurement or service provision
- managing service delivery
- inventory or resource administration
- supplier coordination
- monitoring service quality
- participating in operational processes
- contributing to efficient use of business resources

A.4.2 Advising and Supporting Customers

Relevant evidence may include:

- identifying customer needs
- advising customers or clients
- preparing offers
- explaining products or services
- handling inquiries or complaints
- maintaining customer relationships
- using CRM systems
- supporting business-to-business relationships or customer retention

A.4.3 Processing Orders and Business Transactions

Relevant evidence may include:

- processing orders

- preparing quotations
- coordinating contracts
- monitoring delivery
- preparing invoices
- managing business documentation
- following transactions through completion
- coordinating internal departments or workflows

A.4.4 Marketing and Public Relations

Relevant evidence may include:

- market research
- competitor analysis
- digital marketing
- content development
- social media management
- advertising
- communications
- event promotion
- brand management
- sales promotion
- public relations
- campaign implementation or evaluation

A.4.5 Human Resources Administration

Relevant evidence may include:

- recruitment administration
- onboarding
- employee records
- payroll support
- workforce planning support
- absence management
- training administration
- performance-management administration
- HR information systems

A.4.6 Financial and Accounting Processes

Relevant evidence may include:

- bookkeeping
- accounts payable or receivable
- invoicing
- budgeting
- financial reporting support
- cost analysis
- expense management
- banking transactions
- financial controls
- cash-flow monitoring

A.4.7 Administrative and Organizational Activities

Relevant evidence may include:

- business correspondence
- records management
- meeting organization
- project administration
- workflow coordination
- process documentation
- data management
- scheduling
- internal reporting
- use of business information systems

A.4.8 Understanding the Organization and Industry

Relevant evidence may include:

- business model
- products or services
- customers and suppliers
- competitors
- organizational structure
- industry environment
- economic context
- regulatory environment
- key business processes
- relationship between the applicant's work and organizational objectives

A.5 Information, Communication, and Business Knowledge

Qualifying experience should normally provide exposure to activities such as:

- professional written communication
- business information systems
- digital workplace tools
- data handling and information evaluation
- business documentation
- communication with internal or external stakeholders
- application of basic business and economic understanding

A.6 Methodological Competencies**A.6.1 Efficient and Systematic Working**

- prioritizing activities
- organizing work
- meeting deadlines
- using appropriate tools
- working accurately
- managing recurring processes

A.6.2 Connected and Analytical Thinking

- understanding relationships between business activities

- identifying causes and consequences
- recognizing organizational interdependencies
- solving operational problems
- considering broader implications of decisions

A.6.3 Advising and Negotiating

- identifying stakeholder needs
- developing arguments
- communicating recommendations
- managing disagreements
- negotiating solutions
- reaching workable outcomes

A.6.4 Presenting

- structuring information
- communicating findings
- preparing business presentations
- presenting recommendations
- responding appropriately to questions

A.7 Social and Self-Management Competencies

Professional Commitment: Reliability, responsibility, initiative, and willingness to complete assigned responsibilities.

Communication: Appropriate communication with colleagues, supervisors, customers, and other stakeholders.

Teamwork: Constructive contribution to shared objectives.

Professional Conduct: Integrity, respect, and appropriate workplace behavior.

Learning Ability: Ability to acquire new knowledge, receive feedback, adapt to changing requirements, and improve performance.

Environmental Awareness: Where relevant, awareness of responsible use of resources and the environmental implications of business activity.

A.8 Breadth and Depth of Experience

SBS does not require every applicant to demonstrate every individual competency in this Appendix. The relevant learning objectives depend on the industry and the actual area in which the applicant works. However, the experience must be sufficiently broad and substantive to demonstrate genuine exposure to Business and Services.

The Admissions Committee must be satisfied that the applicant has:

1. participated meaningfully in one or more business processes
2. assumed genuine professional responsibilities rather than merely observing them
3. developed a practical and theoretical understanding of those activities
4. acquired transferable methodological competencies
5. operated within an authentic organizational and professional context

A.9 Examples of Experience That May Qualify

- accounting and finance
- banking

- insurance
- business administration
- sales
- marketing
- customer relationship management
- human resources
- procurement
- logistics administration
- operations
- project coordination
- consulting
- entrepreneurship
- e-commerce
- digital business
- hospitality management
- tourism management
- retail management
- real estate administration
- public administration
- nonprofit administration
- other commercially relevant functions

The list is illustrative rather than exhaustive. Actual responsibilities and competencies, not job titles, determine eligibility.

A.10 Experience That Is Not Automatically Qualifying

- purely manual employment
- employment involving no business or administrative responsibilities
- job shadowing or short observational placements
- informal assistance to a family business without verifiable responsibilities
- mere registration or ownership of a company
- passive investment activity
- academic study alone
- participation in training courses
- unpaid activity without demonstrable professional responsibilities
- employment for which duties cannot be adequately verified

Such experience may nevertheless be partially or fully recognized where the applicant provides sufficient evidence that the actual activities satisfy the relevant competencies.

A.11 Internships

A structured internship may satisfy part or all the work-experience requirements. Whenever practical, SBS should review the proposed internship before it begins.

An internship plan should specify the employer, duration, workload, department, supervisor, principal responsibilities, intended competency areas, and method of final verification.

A.12 Part-Time Employment

Part-time professional experience may be recognized on a full-time-equivalent basis. Multiple qualifying periods may be combined. SBS shall assess actual duration and workload rather than simply counting calendar months.

A.13 International Professional Experience

Professional experience obtained outside Switzerland may be recognized where SBS can verify the employer, duration, workload, responsibilities, level of responsibility, and relevance of the competencies acquired. Geographic location shall not be itself a reason for rejection.

A.14 Self-Employment and Entrepreneurship

Self-employment, entrepreneurship, or work within a family business may qualify where the applicant provides objective evidence sufficient for SBS to determine actual duration and workload, genuine business activity, responsibilities performed, competencies acquired, and equivalence with the Business and Services work-experience requirements.

Possible evidence includes company registration, contracts, customer or supplier documentation, invoices, accounting records, tax or social insurance documentation (where appropriate), project documentation, and third-party confirmations. Company registration alone is insufficient.

A.15 Required Evidence

Applicants claiming professional experience shall normally provide:

- employment certificate or official employer confirmation
- starting and ending dates
- employment percentage or average weekly workload
- position title
- detailed description of responsibilities
- sufficient evidence to permit SBS to map the experience against this Appendix

SBS may request an employment contract, formal job description, internship agreement, employer reference, organizational chart, work samples where appropriate and legally permissible, an interview, employer verification, or other evidence necessary to establish authenticity and relevance.

A.16 SBS Competency Assessment Record

Assessment Area	Decision
Required duration satisfied	Met / Not Met
Relevant Business and Services activities	Met / Partially Met / Not Met
Practical professional knowledge	Met / Partially Met / Not Met
Theoretical professional knowledge	Met / Partially Met / Not Met
Business competency evidence	Sufficient / Insufficient
Methodological competencies	Sufficient / Insufficient
Social/self-management competencies	Sufficient / Insufficient
Evidence verified	Yes / No
Overall work-experience decision	Accepted / Additional Evidence Required / Not Accepted

The assessor shall provide a brief written justification for the final decision.

A.17 Final Decision

Professional experience shall be accepted only where SBS can reasonably demonstrate from the admissions file that the experience satisfies the applicable UAS Admission Ordinance requirements and the relevant Business and Services competency framework.

Appendix B. SBS Bachelor Entrance Examination Regulations

B.1 Purpose

These Regulations govern the SBS Bachelor Entrance Examination used for the regulated professional admission route under Article 3 of the UAS Admission Ordinance and for other legally recognized admission routes that require evidence of general-education competencies at the Federal Vocational Baccalaureate level.

For the Article 3 Business and Services route, the candidate must be at least 25 years old, qualify for a program of at least 3 years at the upper-secondary level, have at least 1 year of relevant work experience, and pass the entrance examination. The statutory purpose of the examination is to determine whether the candidate has reached the Federal Vocational Baccalaureate level.

B.2 Nature and Status of the Examination

The SBS examination is an institutional admission examination, not a Federal Vocational Baccalaureate examination. Passing it establishes eligibility only within the applicable SBS admission procedure and does not confer a Federal Vocational Baccalaureate or an automatic right of admission at another institution.

B.3 Academic Benchmark

The principal academic reference shall be the current SBFI Framework Curriculum for the Federal Vocational Baccalaureate, particularly the orientation relevant to Business and Services. The revised framework, effective March 1, 2026, combines subject-specific competencies, interdisciplinary competencies, and broader educational objectives.

The SBS examination shall test an appropriate cross-section of competencies rather than attempt to reproduce the entire Federal Vocational Baccalaureate curriculum.

B.4 Examination Language

Because the relevant SBS Bachelor programs are delivered in English, the entrance examination shall normally be administered in English. Where a program is delivered in another language, the Academic Council may approve an equivalent version in the principal language of instruction. The language of examination shall not reduce the underlying academic standard.

B.5 Examination Structure

Component	Duration	Weight
A. Academic Communication and Critical Reading	90 minutes	20%
B. Mathematics and Quantitative Reasoning	120 minutes	25%
C. Business, Economics, Accounting, and Law	150 minutes	35%
D. Interdisciplinary Business Case	120 minutes	20%
Total	480 minutes	100%

The examination may be administered over one extended day or two examination days. Two sessions are preferred for the quality of the assessment and the candidate's welfare.

B.6 Component A - Academic Communication and Critical Reading

Candidates shall be expected to:

- understand complex written material
- identify principal arguments
- distinguish evidence from opinion
- evaluate the reliability of claims
- synthesize information from more than one source
- construct a coherent argument
- write clearly and accurately
- use appropriate business and academic vocabulary
- draw reasoned conclusions
- communicate ideas in a structured manner

The component should normally include critical reading questions, interpretation of one or more texts, short analytical responses, and one extended written response. Pure grammar testing shall not be the principal purpose.

B.7 Component B - Mathematics and Quantitative Reasoning

Candidates should demonstrate competence in areas such as:

- arithmetic
- percentages
- ratios and proportions
- algebra and equations
- functions
- business calculations
- interest calculations
- growth rates
- descriptive statistics
- basic probability
- interpretation of tables and graphs
- quantitative problem solving

The examination shall emphasize understanding and application rather than memorization.

B.8 Component C - Business, Economics, Accounting, and Law

B.8.1 Financial and Accounting Competencies

- balance sheets and income statements
- revenues and expenses
- assets, liabilities, and equity
- basic bookkeeping logic
- profitability and liquidity
- cash flow
- cost concepts
- budgeting
- financial ratios

- interpretation of basic financial information

B.8.2 Economics and Business Competencies

- supply and demand
- markets and competition
- pricing
- inflation and unemployment
- economic growth and policy
- international economic relationships
- business models
- organizational structures
- stakeholder interests
- strategy fundamentals
- responsible business decision-making

B.8.3 Basic Legal Reasoning

- recognize basic legal issues in business situations
- distinguish contractual obligations
- understand the purpose of legal rules
- apply provided legal principles to straightforward scenarios
- identify rights and responsibilities
- reason logically about basic business-law problems

B.9 Component D - Interdisciplinary Business Case

Candidates shall receive an applied business or socioeconomic case containing multiple forms of information, potentially including narrative information, financial data, tables, charts, market information, stakeholder perspectives, legal considerations, societal context, and conflicting alternatives.

Candidates shall be expected to:

1. identify the central problem
2. distinguish relevant from irrelevant information
3. analyze quantitative and qualitative evidence
4. recognize different stakeholder perspectives
5. Integrate knowledge from more than one discipline
6. develop realistic alternatives
7. justify a recommendation
8. recognize limitations and risks
9. communicate the reasoning coherently

B.10 Cognitive Level

The examination shall not be designed primarily as a memory test. Across the four components, candidates should be required to demonstrate understanding, application, analysis, interpretation, evaluation, problem solving, and reasoned judgment.

B.11 Examination Blueprint

An examination specification shall be maintained for every examination cycle showing the competency tested, relevant curriculum domain, cognitive level, question format, weighting, and expected performance standard. The examination blueprint shall form part of SBS quality-assurance evidence.

B.12 Grading Scale

Grade	Interpretation
6.0	Excellent
5.5	Very Good
5.0	Good
4.5	Satisfactory to Good
4.0	Sufficient / Pass
Below 4.0	Insufficient

Half grades may be used for individual examination components. The weighted overall examination grade shall be reported to one decimal place.

B.13 Passing Standard

As an SBS examination rule aligned with the logic of the Swiss six-point grading system and Federal Vocational Baccalaureate assessment, the entrance examination is passed when all of the following are satisfied:

1. the weighted overall grade is at least 4.0;
2. no more than two component grades are below 4.0;
3. the combined deficits of all insufficient component grades below 4.0 do not exceed 2.0 grade points; and
4. no individual examination component is below 3.0.

The 3.0 minimum component threshold is an SBS institutional quality requirement. It prevents a very weak performance in an essential domain from being fully compensated for by unrelated strengths.

B.14 Independent Assessment and Moderation

Appropriately qualified subject specialists shall prepare for each examination. High-stakes qualitative components, particularly Academic Communication and the Interdisciplinary Business Case, shall use a detailed marking rubric. Borderline cases and failed examinations should be subject to second marking or moderation. The Examination Board shall approve results before release.

B.15 Bachelor Entrance Examination Board

SBS has established a Bachelor Entrance Examination Board. It should include:

- the Academic Dean or delegate
- one faculty member with expertise in quantitative methods
- one faculty member with expertise in business, economics, or accounting
- one faculty member with expertise in language, communication, or academic skills
- where appropriate, an independent external academic or vocational-education expert

The Board is responsible for examination standards, approval of papers, moderation, security, grading consistency, approval of results, assessment-related appeals, and periodic review of alignment with the Federal Vocational Baccalaureate framework.

B.16 Examination Security

SBS shall maintain procedures covering candidate identification, secure production and storage of examination materials, controlled access, invigilation, permitted materials, calculators, digital devices, generative AI, secure submission, academic misconduct, marking records, and retention of examination documentation.

Unless explicitly authorized for a particular component, candidates shall not use generative AI systems during the examination.

B.17 Academic Integrity

Cheating, unauthorized assistance, impersonation, unauthorized use of digital tools, plagiarism, falsification, or other examination misconduct may result in invalidation of the affected component, invalidation of the entire examination, rejection of the admission application, or other sanctions under SBS regulations. Any such decision shall be documented.

B.18 Reasonable Accommodations

Candidates with documented disabilities or other legally recognized needs may receive reasonable examination accommodation. Accommodation may alter examination conditions but should not lower the academic competency standard being assessed.

B.19 Failure and Reassessment

A candidate who does not pass the examination may normally repeat the complete examination once. SBS shall publish the timing and conditions of reassessment. Individual components shall not normally be repeated separately unless the Examination Board determines that an examination irregularity or another formally recognized circumstance occurred.

A second failure normally closes this admission route for the relevant admission cycle. A subsequent application shall be considered under the regulations in force at that time.

B.20 Validity of a Passed Examination

A completed SBS entrance examination shall normally remain valid for two years from the date on which the result is issued. This two-year period is an SBS administrative rule. If applicable law or the benchmark framework changes materially during that period, SBS may determine whether additional evidence is necessary.

B.21 No Exemption Based Solely on Professional Seniority

Candidates entering through a route that legally requires an entrance examination may not be exempted solely because they are senior executives, entrepreneurs, business owners, experienced managers, or professionals with many years of employment. Professional achievement cannot substitute for a mandatory entrance examination.

B.22 Entrance Examination Decision and Records

The official result shall state Passed or Not Passed, together with the component and overall grades. The admissions file shall contain evidence that the candidate satisfied the eligibility requirements for the relevant route, approval of the required professional experience, the examination paper, candidate responses, marking documentation, component grades, overall result, moderation record, where applicable, and final Examination Board approval.

B.23 Quality Assurance

The Examination Board shall review the examination annually. The review shall consider alignment with the current SBFI framework, academic difficulty, pass rates, component performance, marker consistency,

candidate complaints, subsequent first-year performance of admitted candidates, potential bias, examination security incidents, and regulatory changes.

The examination shall be revised where evidence indicates that it no longer reliably establishes the required academic level.

B.24 External Benchmarking

At least every three years, SBS should arrange an independent review of the entrance examination by a suitably qualified external expert familiar with Swiss Federal Vocational Baccalaureate requirements, UAS admissions, Business and Services education, or upper-secondary assessment. This is an SBS quality-assurance measure rather than a separate federal statutory requirement.

B.25 Governing Rule

Where there is any conflict between these Entrance Examination Regulations and HEdA/HFKG, the UAS Admission Ordinance, binding Higher Education Council regulations, applicable federal legislation, or another binding requirement, the higher-ranking legal provision shall prevail.

Core statutory purpose: The examination must establish whether the applicant has reached the Federal Vocational Baccalaureate level.

Legal and Regulatory References

The following official and sector sources should be consulted whenever this policy is reviewed or applied to a precedent-setting case:

Federal Act of September 30, 2011, on Funding and Coordination of the Swiss Higher Education Sector (Higher Education Act, HEdA; SR 414.20 / Hochschulförderungs- und -koordinationsgesetz, HFKG).

[Official Fedlex source](#)

Verordnung des Hochschulrates vom 20. Mai 2021 über die Zulassung zu den Fachhochschulen und den Fachhochschulinstitutionen (Zulassungsverordnung FH; SR 414.205.7), as amended.

[Official Fedlex source](#)

swissuniversities. Zulassung zu den Fachhochschulen. This is a real and appropriate secondary institutional source.

[swissuniversities admission page](#)

swissuniversities. Arbeitswelterfahrung FH.

[Swissuniversities work-experience page](#)

swissuniversities. (2017). Arbeitswelterfahrung (AWE) in den Bereichen Technik und Wirtschaft: Best Practice.

swissuniversities. (2021). Zulassung zum Bachelorstudium an Fachhochschulen: Best Practices. Adopted November 24, 2021.

State Secretariat for Education, Research and Innovation (SERI/SBFI). Berufsmaturität.

[Official SBFI/SERI page](#)

State Secretariat for Education, Research and Innovation (SERI/SBFI). (2025). Rahmenlehrplan für die Berufsmaturität, June 13, 2025, effective March 1, 2026.

[Official 2025 framework curriculum](#)

Implementation Instruments

The following controlled administrative instruments shall be maintained under this policy and may be updated without rewriting the complete policy, provided they remain consistent with applicable law and this policy:

- SBS Qualification Mapping Register - identifies vocational and specialized qualifications considered related to Business and Services.
- SBS Work Experience Verification Form - documents every Appendix A assessment.
- SBS Foreign Qualification Equivalence Form - records the evidence and reasoning supporting foreign credential decisions.
- SBS Entrance Examination Blueprint and Marking Manual - confidential operational implementation of Appendix B.