

## **SBS Swiss Business School Stern Statement**

Recently, we have noticed articles maliciously defaming SBS Swiss Business School posted by certain accounts. The content of these articles is severely inaccurate and contains numerous malicious misrepresentations, taken-out-of-context distortions, and groundless attacks on our institution's qualifications, degree-awarding authority, and international cooperative programs. This has not only seriously damaged our international reputation but also greatly hurt the feelings of our faculty, students, and alumni. In response, SBS Swiss Business School expresses extreme indignation and strong condemnation.

To set the record straight and prevent further public misinformation that could harm the rights and interests of potential students, we hereby make the following solemn statement:

### **I. SBS Swiss Business School is a higher education institution officially recognized by the Swiss Confederation.**

The articles attempt to mislead by suggesting that our institution "does not have the legal qualifications to independently award doctoral degrees" through conceptual manipulation. This is a serious defamation of our legal status and academic capabilities.

- **The facts are:** SBS Swiss Business School is a officially recognized higher education institution by the Swiss Confederation and is explicitly included in the accreditation list of swissuniversities (Swiss University Conference). This list is the most authoritative official directory of recognized higher education institutions in Switzerland. Although the articles acknowledge this fact, they deliberately disparage our school as merely an "other higher education institution" in an attempt to mislead readers. In reality, swissuniversities accreditation represents the full recognition by the Swiss Confederation of our institution as a degree-awarding higher education institution. All degrees conferred by our school are protected under Swiss law and the Swiss education system.

### **II. Our DBA degree is independently awarded by SBS Swiss Business School:**

The DBA program of SBS Swiss Business School is administered through SBS Swiss Business School Malta Campus. Our DBA program is one of the very few doctoral degree programs in the Chinese market that holds EU national accreditation and global rankings. The DBA is accredited with the Malta Further & Higher Education Authority (MFHEA) at Level 8 of the Malta Qualifications Framework (MQF Level 8).

We chose to accredit our DBA program through our Malta campus, located in the EU member state of Malta, to ensure that our doctoral program obtains EU national certification at EQF Level 8.

### **III. Regarding the SBS Malta Campus:**

The articles maliciously devote significant space to misrepresenting our legal entity registered in Malta, describing it as a "company only registered in 2023," a "Maltese company wrapped in a Swiss cloak," and implying it is used for fraudulent purposes. This constitutes defamation based entirely on one-sided information.

- **Clarification of facts:** The SBS Swiss Business School Malta campus holds official authorization from the Malta Further & Higher Education Authority (MFHEA) (License No: 2024-001) to legally conduct higher education programs, including the DBA. This is our legitimate, fully accredited branch campus in Malta. The curriculum, faculty standards, and degree conferral maintain strictly consistent academic standards with our Swiss headquarters. Many top European business schools operate multiple international campuses, reflecting the globalization and international development of business education. The articles' malicious equation of a "legally registered educational institution" with a "commercial company" demonstrates either ignorance of or deliberate distortion regarding the standard legal forms used by higher education institutions establishing overseas presences.

### **Our Solemn Position and Legal Actions:**

1. **Demand for immediate removal of false articles and public apology:** We solemnly demand that the Zhihu platform and the author "Deep Investigation" immediately delete this defamatory article and issue a detailed clarification and apology statement with the same reach as the original publication.
2. **Reservation of rights to pursue legal liability:** This article has caused immeasurable damage to our institution's reputation. Our legal team has been retained to begin evidence collection for legal action against the article's author and any potential幕后 instigators. We will resolutely pursue full legal liability for defamation, commercial disparagement, and all other legal violations through legal channels in both China and Switzerland to protect our institution's legitimate rights and interests.

3. **Call for rational public discernment:** For any questions regarding our institution's qualifications, degree accreditations, or any other matters, we welcome direct contact and verification with the SBS Swiss Business School China Center. Please remain vigilant regarding information released through any unofficial channels.

Since its founding, SBS Swiss Business School has consistently upheld the highest standards of academic integrity and educational quality, strictly abiding by the laws and regulations of Switzerland and all our global operating locations. We welcome fact-based media oversight, but we firmly resist all forms of malicious defamation and unfair commercial competition. We will thoroughly investigate the motives behind this incident.

This statement is hereby issued.

**SBS Swiss Business School**

**June 8, 2026**

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### **SBS瑞士商学院严正声明**

近日，我校注意到有个别账号恶意诽谤瑞士商学院的文章。该文内容严重失实，对我校（SBS Swiss Business School）的办学资质、学位授予权及国际合作项目进行了大量恶意诽谤、断章取义的曲解和毫无事实依据的攻击，不仅严重损害了我校的国际声誉，也对我校师生及校友的感情造成了极大伤害。对此，瑞士商学院表示**极度愤慨与强烈谴责**。

为以正视听，避免该不实信息进一步误导公众、损害更多潜在学生的权益，我校现郑重声明如下：

#### **一、瑞士商学院是瑞士联邦权威认可的高等教育机构**

文章试图通过偷换概念，暗示我校“不具备独立授予博士学位的法律资格”，这是对我校法律地位和学术能力的严重诋毁。

● **事实是：**瑞士商学院（SBS Swiss Business School）是经瑞士联邦政府权威认证的正规高等教育机构，并**明确列入瑞士大学校长协会（swissuniversities）认证名单**。该名单是瑞士联邦认可高等教育机构的**最权威官方目录**。文章虽承认此事实，却刻意贬低我校为“

其他高等教育机构”，试图误导读者。实际上，swissuniversities的认证即代表瑞士联邦对我校作为**具有学位授予权的高等教育机构的全面认可**。我校颁发的所有学位均受瑞士法律与教育体系的保护。

## 二、我校DBA学位含金量极高

瑞士商学院的DBA项目是由瑞士商学院马耳他校区（SBS Swiss Business School Malta）管理，瑞士商学院的DBA项目是中国市场上极少数拥有欧盟国家认证和全球排名的博士学位项目，DBA在马耳他高等教育管理局（Malta Further & Higher Education Authority，简称MFHEA）获得备案，备案等级为MQF 8级。

我们选择在欧盟成员国马耳他的瑞士商学院马耳他校区去备案我们的DBA学位项目是为了确保瑞士商学院的博士项目获得欧盟八级（EQF Level 8 认证）国家认证。

## 三、关于SBS Malta校区：

文章以大量篇幅恶意渲染我校在马耳他注册的实体，将其描述为“2023年才注册的公司”、“披着瑞士外衣的马耳他公司”，并暗示其用于欺诈。这完全是基于片面信息的诽谤。

● **事实澄清**：SBS Swiss Business School Malta校区**独立获得马耳他继续与高等教育管理局（MFHEA）的官方授权**（许可证号：2024-001），合法开展包括DBA在内的高等教育项目。这是我校在马耳他**合法、正规的延伸校区**，其课程设置、师资标准、学位颁发均与瑞士总部保持严格一致的学术标准。欧洲众多的顶级商学院均有多个国际校区，这是商学院全球发展和国际化的体现。文章将“**依当地法律注册的教育机构**”恶意等同于“**商业公司**”，是对各国高等教育机构海外设点常规法律形式的无知或故意曲解。

## 我方的严正立场与法律行动

1. **要求立即删撤不实文章并公开道歉**：我们严正要求知乎平台及文章作者“深度调查”立即删除该篇充满诽谤内容的问题文章，并在同等传播范围内发布详细澄清与道歉声明。

**2. 保留追究法律责任的权利：**该文已对我校声誉造成不可估量的损害。我校已委托律师团队，对文章作者及可能存在的幕后操纵者进行法律取证。我们将坚决通过中国境内及瑞士的法律途径，追究其诽谤、商业诋毁等全部法律责任，维护我校的合法权益。

**3. 呼吁公众理性辨别：**关于我校资质、学位认证等任何疑问，欢迎直接与瑞士商学院中国中心进行核实和确认。对于任何非官方渠道发布的信息，请保持警惕。

瑞士商学院自建校以来，始终秉持最高标准的学术诚信与教育质量，恪守瑞士及全球各办学地的法律法规。我们欢迎基于事实的媒体监督，但**坚决抵制任何形式的恶意诽谤与不正当商业竞争行为**。对于此次事件背后的动机，我校将一查到底。

特此声明。

**瑞士商学院（SBS Swiss Business School）**

**2026年6月8日**