

## Program Design & Curriculum

The MBA program of SMC provides a well balanced combination of academic and practical business oriented content. The program design delivers a solid understanding of the complexity of the different areas in a business organization and gives practical tools for resolving the often conflicting interests of the different departments of the company. The course contents provide a challenging intellectual level, combining an unparalleled wealth of academic material with a wide range of video materials, cases, research projects and other tools aimed to enhance your understanding of the business reality and your problem-solving skills. This program is ideal for managers who need to lead, and oversee operations, as well as for individuals who run their own business and need to have a thorough understanding of the tasks executed by employees in different departments. The general character of the program will give you efficient tools of transforming ideas and talents into a successful business. The work placement advantage of the MBA is its widely accepted character, which therefore allows you to adapt yourself to many fields in corporate management. This flexibility is critical in today's fast moving job market.

### core stage

Marketing Management

Managerial Finance & Accounting

Business Research

Managerial Economics

Human Resources Management

International Business and Trade

Management

Business Development Management

### specialization stage

Operations Management

Leadership and Organizational Behaviour

Strategic Management

Project Mgmt. - Planning and Execution

### capstone project stage

Capstone Project

Capstone Project Defense

## Admission Criteria

SMC University welcomes qualified applicants with no discrimination towards their gender, age, cultural, ethnic, religious and racial backgrounds. Distance learning candidates are admitted on a continuous basis, admission procedures are free of charge.

Admission at Swiss Management Center sets minimum criteria which have been designed to identify applicants who have sound academic potential and who show creativity, critical thinking, social and moral values, evidence of English language proficiency and strong motivation.

Successful applicants must fulfill the following criteria:

- Bachelor degree from an internationally recognized academic institution.
- Min. 4 years of work experience in executive or senior management positions
- Proficiency in English

## Tuition Plan

Tuition is calculated for the entire program and includes e-books and all learning materials and exam fees. Courses will be activated after receipt of the tuition. Students are responsible for obtaining additional reading materials (not compulsory). For full payment details please refer to the SMC University website or contact the administration.

## Capstone Project

All students will complete a capstone project. This requirement, synthesizes the student's learning in a single project that demonstrates the student's fulfillment of the program's learning goals.

Capstone Project Expectations

- A research-based paper between 50 and 75 pages;
- An action project, accompanied by a substantial essay that sets the project within intellectual and personal contexts; discusses its design, process and outcomes; and reflects on the student's learning;
- A creative project, accompanied by a substantial essay that sets the project within intellectual and personal contexts, discusses the process and its outcomes, and reflects on the student's learning; or
- An apt combination of these forms.

## Graduation Requirements

The Master Degree is granted following the successful completion of the subjects and the completion of a Capstone Project presented to the Defense committee of Swiss Management Center. Students should achieve a minimum overall GPA of 2.7.

## Contact

### SMC University

Bahnhofstrasse 20  
6300 Zug  
Switzerland

Tel.: +41 (0)44 586 56 96  
Fax: +41 (0) 41 560 80 57  
administration@swissmc.com

[www.smcuniversity.com](http://www.smcuniversity.com)