

## **EDUCATIONAL AFFILIATION/PARTNERSHIP**

The partnership between the Swiss School of Management and the Nigeria University, as stated earlier entails the affiliation of the Nigeria University with the Swiss School of Management where students can apply to SSM through the indigenous University, applications assessed by both SSM representative and the indigenous University, admission granted by SSM. The Indigenous University offers lectures, and conducts exams while accredited international certificates are offered by the Swiss School of Management (SSM).

This relationship offers vast opportunities for learning, travel, and exchange programs for the Nigerian students. They are not only exposed to the latest materials in the classroom but also have ample opportunities for real-world application. What's more, being part of a worldwide university network means that the University will have access to international weeks, conferences, and events at other campuses of the SSM institution throughout the academic year. This provides the students with the necessary international exposure, travel experience, and networking skills that is needed to compete in the job market. These activities and collaboration will help in improving the literacy level, give the University the opportunity to send the students for periodic international trainings and exchange programs in Rome, Brescia, Barcelona, Cairo, Dubai, Bahrain, and Germany where SSM have their Campuses. Swiss School of Management (SSM) offers the ideal platform to propel students toward a successful career in education, business and management. Swiss School of Management, is passionate about nurturing new leaders for the Globalized World. SSM periodically train the indigenous University faculty members to become dedicated, experienced, friendly, welcoming and supportive professionals who excel in connecting with students, providing a transformative education and work with them side by side on study and research projects.

The well-rounded and experienced-based business education ensures that the indigenous Universities produce students that are well-equipped to make a significant impact in the global arena.

This will create three action areas:

- (a) Space for innovation;
- (b) Space for the learner;
- (c) Space for educational institutions in Nigeria and the Swiss School of Management (SSM).

This is also expected to reduce the percentage of early school leavers. The aim is to encourage capacity building thereby creating a high-quality human resource. It is expected to increase the percentage of Professionals with at least a university education for the economic development in Nigeria.

### **COURSES OFFERED BY SSM**

The Swiss School of Management offers many different major courses of study that prepare students for success in the real world. SSM also offer life and business coaching sessions for free, ensuring that every student at the Nigerian Universities affiliated with the Swiss School of Management has the opportunity to receive expert guidance from experienced coaches.

#### **1. Master in Business Administration (MBA) Program**

The Swiss School of Management runs its Master in Business Administration program to introduce students to relevant and latest knowledge with a specific view of the contemporary organization and its management. All modules of this program and their content are oriented towards actual and future industry trends. That means the right balance between managerial roles in organizational functions or in self-employment. They also own an overarching understanding on how organizations function and the important elements of corporate responsibility and sustainability. The program supports the students in

their academic or professional career development. The program is relevant, rich, academically valid and in line with national and international standards. It fulfils the criteria of the process of harmonization of higher education in Europe and the learning outcomes of the European Qualification Framework (EQF). The program enables the Graduates to take on managerial and leadership roles in international companies, small business enterprises, as well as building a career as an independent management consultant or entrepreneur running their own business. To achieve this, the student is trained to become a responsible and reflective manager in both the key functional areas of business management as well as in Strategic Management and Leadership.

The documentation constitutes the Program Outline for the Master in Business Administration (MBA) with Specialization in Strategic Management of the Swiss School of Management. The MBA program of studies is aligned with international standards of Postgraduate Education on European Qualification Framework (EQF) level 7 of the studies and fulfils the criteria of the process of Harmonization of Higher Education in Europe accordingly. The SSM MBA Degree is fully accredited by IACBE and CHEA-Council for Higher Education. It is also accredited by the Department of Veterans Affairs in the USA. SSM is a quality certified school by EduQua, the Swiss Quality Certification label (accredited by the Swiss Federal Government) for Institutions of higher and continuing education. Throughout the MBA program, students will study leadership, business, entrepreneurship and management philosophies that can be applied to any management role across varied industries. The business school also gives students hands-on, applicable experience leading groups and classroom discussions. The program features international lectures, corporate visits, visiting speakers, self-assessment exercises and resume/internship counselling. The goal is to start growing students' networks from the moment they arrive. The Master in Business Administration Degree program consists of 15 modules subdivided into twelve (12) core modules and three to four specialization modules. It is

mandatory to submit a final project/thesis in order to graduate, which will be accounted for one additional core Module. Most modules are worth 4 credit points and are assessed by either an examination, assignment, or a combination of both. The MBA can be delivered as 18-month program with 90 credits, but also a 12-month MBA program with 60 credits. This is up to our local partner.

The program of studies is either delivered as full-time, part-time or online studies. In addition, independent studies are offered during and between the different modules. These independent studies are more intense, when the program is taken as part-time studies. Individual own studies are an essential element of study requirements, which strongly contribute to the successful outcome of the studies.

The particular intended learning outcomes are:

- Develop critical thinking and analytical approaches to theories and practices of contemporary organizational contexts by in-depth analysis of the internal and external environment.
- Enhance the ability to read, understand and make sense of the specific organizational needs for sustainable organizational progress in a variety of businesses and contexts.
- Extend the capacity to evaluate and critically select between strategies, tactics and operational models in contemporary and future-oriented market environments.
- Provide organizations with the necessary insights and robust structures for becoming a socially responsible corporate citizen.
- Apply the highest standards of moral and ethical behavior to the own work and to that of an organization.
- The aims of each of the individual modules that make up the MBA in General Management are set out in the individual module specifications.

#### MBA SPECIALIZATION

1. Global Macroeconomics & International Finance
2. Human Resource Management

3. Organizational Behavior
4. Accounting and Financial Management
5. Investment Management
6. Strategic Marketing & Social Media Planning
7. Competitive Strategy
8. Globalization
9. International Business Law
10. Business Ethics
11. Management in Digital Economy
  12. Leadership 360 degrees
  13. Negotiating Globally
  14. Research Methods
  15. Strategic Management
  16. Business Transformation & Digital Strategy
  17. Sales & Key Account Management
  18. Brand & Product Management
  19. Global Supply Chain Management
  20. Fundamentals of Business Psychology
  21. Organizational Psychology & New Work
  22. Leadership Psychology & Team Performance

SSM can equally offer Bachelor of Education by creating a program in education/pedagogy.

## **2. Doctor of Business Administration (DBA) program**

DBA Studies are among the most challenging and rewarding levels of Higher Education. The Swiss School of Management has developed outstanding Doctoral Programs. These programs have unique features which add significant value to Graduates beyond the rewarding Doctor Degree.

Multiple academic collaborations contribute to the exceptional program quality, starting with the involvement of highly renowned and recognized

academics as Directors of Studies. Our Doctoral candidates are supported on an individual basis by both SSM Professors and visiting Professors from a wide variety of international Universities.

Today, academia has no more borders. Therefore, the knowledge and expertise of experienced academics influence the structure and content of our Doctor Programs, from which candidates can select the option that accommodates their necessity.

The Doctor of Business Administration will be awarded by the internationally recognized Swiss School of Management. The result is based on delivering studies of the highest quality and multiple benefits to SSM's Doctor candidates. Swiss School of Management is committed to impress and to express: impress through the value of the studies resulting in Degrees, which express the outstanding skills of those being awarded. This allows them to develop a top career in industries, administration and academia.

The Swiss School of Management offers a Doctor of Business Administration (DBA) program based on blended and online learning principles. The program is highly structured and internationally accredited by IACBE. Due to the integrated learning aspects, there are no admissions deadlines. Individuals have flexibility in how they complete their courses. Each DBA candidate receives much support from a dedicated supervisor and a mentor and access to digital libraries and live (digital) events. Joining the DBA program at SSM gets you access to our International Expert Group.

The following paragraphs explain the reasons to start collaboration in DBA Program with SSM in detail.

Universities around the globe have extended doctoral studies to these professional doctorates for many good reasons. Industries are very interested in such graduates, and the results of their job applications demonstrate this, as DBA Degree skills and capabilities go beyond any Master's graduate. At the same time, these doctoral graduates are practice-oriented. Consequentially, they are the first-choice candidates for

top-management positions. On the other hand, and without any doubt, Ph.D. studies have not lost their reason and attractiveness.

The Doctor of Business Administration addresses business, economy, and management research. The dissertation can be oriented by the student's personal interest and based on their personal work environment. At the end of these studies, students are awarded the title of "Doctor of Business Administration (DBA).

Before the Degree awarding, the DBA dissertation has to be written and defended in a live defense known as the 'viva voce.' The dissertation argument is about applied sciences. It consists of 50,000 words, which fulfils independent research criteria on a superior level and consequentially demonstrates the internationally acknowledged standards of doctoral studies. The type and style of this research are source-oriented on applied sciences, in which a solid theoretical understanding must be evident.

The variety of topics is extensive, and candidates can make their own choice upon approval of the Academic Board. The only request is that the selected research relates to management, business, and/or economy. Theory and empirically consistent research, which the dissertation delivers, are expected on a superior level. An individual Director of Studies will support each student during the development and writing of the dissertation. Students will find personal support, but they are expected to work individually, accordingly to the individual nature of such studies on this high level. Therefore, strict limitations on the extent and length of such support are applied.

### **10-step overview of the DBA at SSM**

The DBA at SSM is designed so that students finish in two years. Extension years are usually not granted. The program is divided into three phases: Coursework which consists of 5 modules; Data Collection and Analysis, and Submission and viva voce defense. During these phases,

students are guided and allotted the Swiss School of Management Research Director, assigned after completing the modules.

### **Individual study plan**

The first step for applicants is for students to consider their research topic. It is wise for students to begin this before the start of their programs. Students are asked to come prepared for their first day of class with a 150-word summary of what they would like to conduct their doctoral dissertation research on.

The research topic will be refined and focused through the research modules in the first semester. Each module will equip the student with the tools needed to write the proposal. By the time the fourth module is completed, a focused research topic will be defined.

### **Duration of Program**

The DBA program has a duration of 4 semesters and requires the acquisition of 120 ECTS credits.

### **Begin of Study**

Enrolments are generally accepted throughout the year. Intakes will be announced on the website or via e-mail. Individual academic achievements, such as the portfolio of expertise, intensive courses, and tutor coaching services, can be taken at any time.

### **Learning Structure**

The program of studies is aligned with international standards of Higher Education and fulfils the criteria of the process of Harmonization of Higher Education in Europe. It consists of 5 taught Research Method modules, delivered in the program's first semester. Attendance is required (a distance learning version will also be introduced as an alternative form of study).



The final Doctoral dissertation demonstrates independent empirical research evidence of the candidate's ability and capability to undertake applied, defensible, empirical research on the highest level of academic studies.

### **Mode of Delivery & Study**

The DBA program is based on a **practice-oriented** and **part-time study model**. All classes are online through Zoom.

**Web-based learning, blended learning, and distance learning** are all combined with **work-based research**, supported by methodical coaching or supervised by faculty and teaching staff.

### **Assessment**

Each module is assessed through various assignments, which may consist of essays addressing all the Intended Learning Outcomes of the module. Students are requested to write a critical review (parts of it) of the existing and actual literature taken from peer-reviewed research publications and complete assignments designed to focus their research topic. All assignments and lectures in the modules are designed to equip students with the tools necessary to continue to the program's data analysis and dissertation portion.

### **Dissertation and Viva**

DBA candidates are requested to submit a doctoral dissertation that fulfills independent research criteria following acknowledged empirical research standards. The dissertation consists of 50,000 words (+/- 10%). The DBA candidates will defend their dissertations through a summarizing presentation before an SSM-appointed academic panel. This defense is the 'viva voce' portion of the program.

## **3. DOCTOR OF PHILOSOPHY (Ph.D.) PROGRAM**

SSM recently started the Doctor of Philosophy (Ph.D.) Program in the digital learning industry using the name SSM Research Center. The focus of the SSM Research Center is on research, doctoral programs, and blended & distance learning.

The research agenda has a lot to do with competitiveness, social and economic development in organizations, regions, and even countries. Ph.D. candidates are encouraged to do fundamental research during their Doctoral studies and applied research.

Relevant research projects may be at the level of businesses, industries, and/or countries. They include:

1. Global value chains;
2. Industry development;
3. Competitiveness of countries and industries;
4. The impact of the financial sector (including micro-finance);
5. Logistics Management;
6. High Performance Organizations (HPO);
7. Corporate Social Responsibility;
8. SMEs and Entrepreneurship;
9. Social and Economic Development.
10. Competitiveness

### **PROGRAM DURATION**

2-year program, 4 semesters

No Admission Deadlines

Entry requirements:

Master's degree from an (inter)nationally accredited institute

Each candidate gets an experienced and dedicated supervisor