SMC UNIVERSITY
Swiss Management Center University
Zug, Switzerland

Business Administration
(MBA)

Promotion Agent - HK
Upfront Education Centre
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Authorized Partner
Swiss Management Center University

The Very Best in Online Education

Swiss Management Center (SMC) University was founded in 1985 as a training provider. In 2002 the institution evolved into an internationally acclaimed university, specialized in offering flexible distance learning Master and Doctorate programs targeted at the working professional. SMC University is truly a global university with learners who are from internationally renowned organizations and business from more than 130 different countries that creates an unsurpassed added value to SMC University’s students insofar.

SMC’s flexible online Master and Doctorate programs hold a pole-position in academic which allowed students to create personal calendars in alignment with professional and personal commitments. Enrollment is ongoing; the programs can be followed from any place, at any time and any pace.

SMC is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. ACBSP is a programmatic accreditation body in the U.S., recognized by the Council of Higher Education Accreditation (CHEA).

SMC’s Teaching Principles —— TRANSKNOWLOGY

TRANSFER – KNOWLEDGE – TECHNOLOGY combined, which enhances the management and practicability of your future career.

Master of Business Administration (MBA)

Programme Objectives

SMC University offers a Master of Business Administration degree preparing students for broader management responsibilities and for more specific assignments in business. Its goals are:

i) To develop understanding of the socio-cultural, economic and political environments in order to reach a professional perspective beyond present responsibilities.

ii) To foster the ability to identify problems, obtain relevant data, design and evaluate alternative approaches, and implement the best choice.

iii) To set up a basis for dealing effectively with others; to become aware of recent developments in behavioral sciences.

iv) To obtain an interdisciplinary understanding of fundamental concepts and principles from the various business disciplines.

v) To encourage students to think broadly and to bridge all gaps between the theories and the actual practice of effective management.
Programme Structure and Credits

<table>
<thead>
<tr>
<th>SUBJECTS</th>
<th>CREDIT</th>
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<tbody>
<tr>
<td>Core Subjects (8 Subjects)</td>
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<tr>
<td>Marketing Management</td>
<td>6</td>
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<tr>
<td>Managerial Finance and Accounting</td>
<td>6</td>
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<tr>
<td>Business Research</td>
<td>6</td>
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<tr>
<td>Managerial Economics</td>
<td>6</td>
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<td>Human Resources Management</td>
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<tr>
<td>International Business and Trade</td>
<td>6</td>
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<tr>
<td>Management</td>
<td>6</td>
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<td>Business Development Management</td>
<td>6</td>
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<tr>
<td>Specialization Subjects (4 Subjects)</td>
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<tr>
<td>Operations Management</td>
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<tr>
<td>Strategic Management</td>
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<tr>
<td>Leadership and Organizational Behaviour</td>
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<tr>
<td>Project Management - Planning and Execution</td>
<td>6</td>
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<tr>
<td>Capstone Project</td>
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<tr>
<td>Capstone Project</td>
<td>48</td>
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<td>Total</td>
<td>120</td>
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Admission Requirements
Undergraduate degree from an internationally recognized academic institution or equivalent

Minimum 3 years of work experience in middle management (or equivalent, respective to the profession)

Proficiency in English

Medium of Instruction
The programme is conducted in English or Chinese. Candidates should write and submit their dissertation by English or Chinese.

Mode of Study
The programme will be delivered via on-line mode.

Duration
Total recommended duration is 1 year 8 months and maximum is 3 years.

MBA Programme Progression
12 courses + 6 weeks/course:
• 72 weeks + 6 weeks for submission of last course assignment = 78 weeks
• Capstone project starting concurrently with 11th course lasting = 24 weeks (6 months)
Total recommended duration = 84 weeks
Accreditation and Recognition of SMC University

- **DBA and MBA Programme are Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)**

  ACBSP is the leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students that it is essential to learn how to learn. ACBSP acknowledges the importance of scholarly research and inquiry and believes that such activities facilitate improved teaching. ACBSP accredited degrees are recognized within learning institutions, colleges and universities on an international scale. ACBSP is recognized by the U.S. Council for Higher Education Accreditation (CHEA).

- **Compliance with the Bologna Declaration**

  Recognizing the importance of the European and International dimensions in education, SMC underwent the process of adapting to the criteria of the Bologna Declaration, which regulates the standards and transferability of credits and degrees in Europe. SMC fully complies with the criteria set forth in this international convention.

- **Financial Times listed - Top online MBA providers**

  SMC MBA Programme is listing as one of the top 48 in 2012.

- **Newsweek reported - The new face of business education**

**Enquires**

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**Notes:**
1. The programme is conducted through purely distance learning mode.
2. It is a matter of discretion for individual employers to recognize any qualification to which this programme may lead.