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Review
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Swiss School of Business Research: WORKING WITH A VISION TO ENSURE 'SWISS QUALITY EDUCATION FOR ALL'

Switzerland reflects a rich tradition of public and private higher education institutions working to generate new ideas and solve global problems. Dedicated to providing quality, rigorous education while taking into account each individual student's lifestyle and learning ability, Swiss School of Business Research (SSBR) was set up with the mission of delivering this excellence, through their mission 'Swiss Quality Education for All'. Swiss School of Business Research is an institute renowned for fostering an environment which allows students, without the restrictions of time and place, to take ownership and responsibility of their education by being flexible with course selections and course pacing in order to help them reach their desired goals. To keep up with this, SSBR provides access to cutting edge 21st century technologies; create diversity through curriculum and student body in order to give them a competitive advantage in this global 21st century.

"At SSBR students are actively involved in generation of new ideas, of finding solutions for problems facing business today and not simply learning and regurgitating facts or doing endless case studies on Apple and Amazon. SSBR is about creating new knowledge, finding new ways to see the world and the challenges facing us in the 21st century. This new knowledge in turn is shared as widely as possible, or is implemented in companies around the world, or is used to shape the thinking about some of the most acute problems we face today", speaks Dr Stephen Harrison, Chancellor and Founder of Swiss School of Business Research.

Switzerland is known for having one of the best educational systems in the world. In particular, its academic and scientific knowledge is of paramount importance and many Swiss academics figure among the most cited scholars in the world. At SSBR, the main focus is on innovating and updating executive education



Dr Stephen Harrison
 Chancellor & founder,
 Swiss School of Business Research

Dr Stephen Harrison is Chancellor and founder of Swiss School of Business Research in Zurich, Switzerland and is also on the board of other business schools in the UK and Spain. Born in the UK, lived in Malaysia, Holland, Colombia, and Africa and Panama, he is a former naval officer and airline pilot and has an MBA specializing in Marketing and a PhD in Education Management. Stephen has worked as an advisor for the UK's Department of Trade and Industry and governments of Uganda and Colombia. Dr Harrison has broad experience in the financial services and business consultancy sector; starting up companies in 3 continents. Over the years, he has also given seminars to universities and companies to groups of up to 400 people and appeared on British and Spanish national television

techniques – From teaching methods, course curriculum and workshops to a fully digital educational environment. The value of a degree is very much about perception. Swiss quality carries a great deal of weight for products and services throughout the world!

Curating Distinct Courses

SSBR is a notch apart from all because it is not simply churning out carbon copy graduates who have all learned the same things in the same ways as those that have gone before them. "Every student's trajectory is different,

unique to them, at SSBR, we want to encourage students to pursue their passions and to explore issues that are important for them - whether that's something specific to the company where they work and finding a new way to do business there or looking at a bigger issue that's about a wider problem that we need to solve or a new way of looking at something", shares Dr Stephen Harrison.

SSBR's graduate, post-graduate and doctoral courses, while they cover every facet of business management that high Swiss education standards demand, have an essential research component that is personal to every student and shapes their understanding of every aspect of management. This makes every degree or doctorate awarded by SSBR an individual statement of triumph. While the PhD may be awarded by the institute, it is the student's research, their real-world situational analysis and problem-solving that drives the thesis, not some abstract problem or third-person case study.

In addition, SSBR programmes are completely flexible both in terms of enrollment and completions to account for multiple time zones and work-life situations. The college transfers credits from other programmes and institutions, recognize on-going past and current research work and is totally affordable, when compared to a full university course.

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Promising Growth for Indians

International studies have always been an important part of education. However, since the pandemic, with many local jobs disappearing, it has been necessary to look further afield to find employment. Also, companies now look to widen their markets internationally. This means that a more global view needs to be held by potential employees and entrepreneurs. Studying in a Swiss international business school gives the student this global reach and shows employees that

have a person with a high quality, broad international perspective. "Our bachelor's, master's and doctorate degrees are internationally focused and come with the reputation of Swiss education standards and quality, many graduates have gained positions in well-known international companies or have been promoted within their present employment. Also self-employed graduates, especially those completing a doctorate degree have gained a great deal of prestige by being able to call themselves "Doctor". This has led them to getting more business and exposure in their field.

While Swiss School of Business Research being primarily available online, the institute shares many similarities to campus-based learning; the course content is identical, and students have the same opportunities to connect and work closely with tutors and peers. To add to this, online learning also offers the benefits of gaining confidence in using cool communication tools and the flexibility to study to a schedule that best suits the student. Studying for a degree through an online platform entitles students to access the same support and resources as a campus-based programme. With numerous innovative ways to socialise post pandemic, being part of an online student body provides instant access to a collective group with whom they share something in common. Virtual quizzes, hangouts, music sessions, parties and more are also encouraged at SSBR!

"As an online student, they have exactly the same access to personal support as they would if they attended a campus. Just because a student isn't physically present, it doesn't mean that they can't ask for help. Once enrolled on an online programme, it will be clearly stated where to access support services", adds Dr Stephen Harrison.

Swiss School of Business Research offers a range of scholarships for its students, this includes The C.J. Walker Scholarship is available for entrepreneurial women, this entitles recipients to have up to 50% of their fees paid off. The Developing Leaders Scholarship is available for entrepreneurial students from developing countries. This entitles recipients to have up to 50% of their fees paid off.

With its varied alumni and faculty which includes students from over 70 countries and faculty from over a dozen, the opportunities for networking with people all across the globe are immense. They are also from a variety of backgrounds and field, from construction, pharmaceuticals, consultancies, banking & finance, NGOs, education, aeronautical engineering, and this is one of the major benefits of studying at a school like Swiss School of Business Research.