



Public Disclosure of Student Achievement

Institution Name: Swiss School of Management

Business Unit(s) included in this report: Business Programs

Academic Period Covered: 2022-2023

Date Report Posted: February 2024

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Business Administration			
Major in Global Management	Employment Rate	80%	80%
	Graduation Rate	90%	90%
	Retention Rate	90%	90%
	Job Placement	80%	80%
Major in Intl. Marketing Mgt.	Employment Rate	80%	80%
	Graduation Rate	90%	90%
	Retention Rate	90%	90%
	Job Placement	80%	80%
Major in Entrepreneurship	Employment Rate	80%	80%
	Graduation Rate	90%	90%
	Retention Rate	90%	90%
	Job Placement	80%	80%
Master of Business Administration			
Major in Global Management	Employment Rate	90%	100%
	Graduation Rate	90%	90%
	Retention Rate	90%	100%
	Job Placement	n/a	n/a
Major in Finance	Employment Rate	90%	100%
	Graduation Rate	90%	90%

	Retention Rate	90%	100%
	Job Placement	n/a	n/a
Major in Marketing	Employment Rate	90%	100%
	Graduation Rate	90%	90%
	Retention Rate	90%	100%
	Job Placement	n/a	n/a
Major in Project Management	Employment Rate	90%	100%
	Graduation Rate	90%	90%
	Retention Rate	90%	100%
	Job Placement	n/a	n/a
Major in Luxury Manatement	Employment Rate	90%	100%
	Graduation Rate	90%	90%
	Retention Rate	90%	100%
	Job Placement	n/a	n/a
Major in Entrepreneurship	Employment Rate	90%	100%
	Graduation Rate	90%	90%
	Retention Rate	90%	100%
	Job Placement	n/a	n/a
Doctor of Business Administration	Employment Rate	90%	100%
	Graduation Rate	80%	75%
	Retention Rate	90%	90%
	Job Placement	n/a	n/a
Doctor of Philosophy*	Employment Rate	90%	100%
	Graduation Rate	80%	75%
	Retention Rate	90%	90%
	Job Placement	n/a	n/a

*Currently in teach-out mode

Calculations for Measures

MEASURE	DESCRIPTION AND HOW IT WAS CALCULATED
Employment Rate	Number of one-year alumni who reported their employment status/feedback from alumni surveys divided by the total number of graduating students. Number of students who were/are placed in internships (full-time students) and employment positions (part-time students) – Internal database
Graduation Rate	Number of successful graduates (passed all courses including the thesis) in not more than 150% of the normal graduation period divided by the total number of graduating students (DEAC Policy) – Internal database Retention Rate Comparison of number of the students at the beginning vs. end of program – Internal database.
Job Placement Rate	Number of students who were/are placed in internships (part-time students) and employment positions (full-time students) divided by the total number of students in their last year of the study program - Internal database.
Retention Rate	Number of students at the beginning of the study program divided by the number of the students enrolled in the last year of program x 100 – Internal database. Only for programs that last more than one academic year.