



Public Disclosure of Student Achievement

Institution Name: Swiss School of Management

Business Unit(s) included in this report: Same as institution

Academic Period Covered: 2023-2024

Date Report Posted: January 31, 2025

PROGRAM	MEASURE	TARGET	RESULT
Bachelor of Business Administration			
Global Management	Employment Rates	80%	80%
	Graduation Rates	90%	80%
	Retention Rates	90%	84%
	Job Placement Rates	80%	78%
International Marketing Management	Employment Rates	80%	84%
	Graduation Rates	90%	95%
	Retention Rates	90%	78%
	Job Placement Rates	80%	72%
Entrepreneurship	Employment Rates	80%	83%
	Graduation Rates	90%	95%
	Retention Rates	90%	80%
	Job Placement Rates	80%	74%
Master of Business Administration			
Global Management & Leadership	Employment Rates	90%	100%
	Graduation Rates	90%	85%
	Retention Rates	90%	80%

	Job Placement Rates	N/A	N/A
Finance	Employment Rates	90%	100%
	Graduation Rates	90%	78%
	Retention Rates	90%	90%
	Job Placement Rates	N/A	N/A
Luxury Management	Employment Rates	90%	Insufficient Data is Available
	Graduation Rates	90%	Insufficient Data is Available
	Retention Rates	90%	Insufficient Data is Available
	Job Placement Rates	N/A	N/A
Marketing	Employment Rates	90%	100%
	Graduation Rates	90%	80%
	Retention Rates	90%	85%
	Job Placement Rates	N/A	N/A
Project Management	Employment Rates	90%	Insufficient Data is Available
	Graduation Rates	90%	Insufficient Data is Available
	Retention Rates	90%	Insufficient Data is Available
	Job Placement Rates	N/A	N/A
Entrepreneurship	Employment Rates	90%	90%
	Graduation Rates	90%	85%
	Retention Rates	90%	90%
	Job Placement Rates	N/A	N/A
Doctor of Business Administration	Employment Rates	90%	100%
	Graduation Rates	80%	90%
	Retention Rates	90%	100%
	Job Placement Rates	N/A	N/A
Doctor of Philosophy	Employment Rates	90%	Insufficient Data is Available

	Graduation Rates	80%	Insufficient Data is Available
	Retention Rates	90%	Insufficient Data is Available
	Job Placement Rates	N/A	N/A

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 – 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.