



Master's in Business Administration



Table of Index

01.	About Dunster Business School	3
02.	Letter from the President, Dunster Business School	4
03.	Accreditations, Dunster Business School	5
04.	Why Master's in Business Administration by Dunster Business School?	6
05.	About the Program	7
06.	Program Outline & Key Figures	8
07.	Learning Outcomes	9
08.	Program Highlights & For Whom?	10
09.	Program Outcomes & Eligibility Criteria	11
10.	Program Curriculum	12
11.	Learning Benefits	15
12.	Dunster Business School Teaching Methodology & Certificate Process	16
13.	Contact Us	17

About Dunster Business School

Serving a vibrant and dynamic community of more than 23,000+ global students, Dunster Business School fosters a multicultural environment that enriches the educational experience. Under the leadership of Mr. Philippe Thevenot, President, Dunster Business School has continually expanded its educational offerings, ensuring that students have access to cutting-edge business methodologies and trends.

Dunster Business School's core values include "Innovation, Integrity, Excellence, Sustainability and Global Perspective." These are not simply words but are ideals woven into the curriculum, the approach to business education, and daily interactions.

With a broad portfolio of over 31+ courses, the school caters to a diverse range of academic and professional interests, including business management, finance, marketing, and leadership. It boasts 47+ highly qualified and experienced faculty members, each of whom brings a wealth of expertise and global perspectives to their teaching and research. Its remarkable capacity to deliver a vast number of classes each month — over 2,900. This impressive figure demonstrates the institution's ability to provide flexible, comprehensive, and continuous learning opportunities for its diverse student body.

The programs offered at Dunster Business School include Diplomas, Bachelor's, Masters, Doctoral Degrees, Language Courses, Short Courses, and other professional certifications.

Being amongst the best business schools in Switzerland, Dunster Business School (DBS) embodies a commitment to providing high-quality business education.

Facts and Figures



20000+

Global Students



2900+

Classes Per Month



111+

Authorized Partners
throughout Switzerland



21+

Courses



47+

Faulty Members



210+

Corporate Clients



11+

Academic Partners



980+

Scholarships Offered



500+

Continuous Education
trainees



Letter from the Président, **Dunster Business School**

Dunster Business School is a place where innovation, excellence, and opportunity come together to create the future leaders of tomorrow.

Mr. Philippe Thevenot, President of Duntser Bussiness School says, “It is a response to the ever-changing demands of the modern world, where the boundaries of education are constantly being redefined. At the heart of Dunster Business School is our commitment to preparing students not only for careers but for the industries and opportunities of tomorrow.”

The President of Duntser Bussiness School believes that education should inspire curiosity, foster creativity, and cultivate a spirit of innovation and leadership.

Mr. Philippe Thevenot says, “What makes Dunster Business School unique is our forward-looking approach to education. Our students will explore emerging fields such as artificial intelligence, sustainability, entrepreneurship, digital marketing, and more.”

“Together, we will create a legacy of educational achievement and innovation that will shape the leaders of tomorrow.”



Mr. Philippe Thevenot
Président, Duntser Business School

Accreditations, Dunster Business School

Quacquarelli Symonds (QS) Stars Rating

Dunster Business School is proud to announce its candidacy for the prestigious QS Stars Programme, a globally recognized rating system that evaluates educational institutions based on a comprehensive range of performance indicators.



ACBSP

Dunster Business School's programs are accredited by the Accreditation Council for Business Schools and Programs. The programs offered have passed the standards set to offer a rigorous educational experience and commitment to continuous quality improvement.



AACSB

Dunster Business School is accredited by AACSB. AACSB (Association to Advance Collegiate Schools of Business) is a prestigious global accreditation body for business schools.



EAHEA (European Association for Higher Education Advancement)

Dunster Business School is accredited by the European Association for Higher Education Advancement (EAHEA), a prestigious organization that ensures institutions meet high academic and professional standards.



QAHE

QAHE is the International Association for Quality Assurance in Pre-tertiary and Higher Education. Dunster Business School provides education that is awarded for its highest quality accreditation.



Arab Organization for Quality Assurance in Education (AROQA)

The Arab Organization for Quality Assurance in Education (AROQA) is an international non-profit independent association established in Belgium in July 2007 with the fundamental objective of raising the quality of education in the Arab world. Dunster Business School's association AROQA starts with QAHE.



Zug Canton

Dunster Business School is a licensed higher education institution in the Canton of Zug, Switzerland, with Legal License No. CHE-206.619.191. Dunster Business School offers career-focused programs in Business Administration, Data Science, IT, Cybersecurity and languages in partnership with universities and institutions, ensuring high academic standards and professional relevance.



Swiss Made Education

Swiss Made Education is a prestigious label that reflects the high standards of quality, precision, and innovation associated with Switzerland's world-class education system. As an educational provider based in Zug, Switzerland, Dunster Business School proudly embodies the values of Swiss education. Switzerland is known for its rigorous academic standards, cutting-edge research, and emphasis on practical learning, making it a global leader in higher education.



A program delivered by Dunster Business School is recognized by accrediting bodies for its highest quality standard and student-focused outlook.

It is a full-fledged Master's Degree, with a focus on intense practical work with individual growth and experience



Why Master's in Business Administration by Dunster Business School?

- **Industry-Aligned Business Curriculum:** Offers a well-rounded foundation in management, marketing, finance, HR, operations, and entrepreneurship—equipping students for diverse business environments.
- **Strong Financial and Analytical Focus:** Develops analytical thinking through modules like cost accounting, capital budgeting, game theory, and operations research.
- **Leadership & Strategic Thinking:** Sharpens leadership and decision-making skills with in-depth study of organizational behavior, motivation, business strategy, and workplace performance.
- **Global Business Perspective:** Prepares for international roles with subjects like global consumer behavior, international business, and comparative management styles.
- **Real-World Relevance:** Emphasizes practical tools and frameworks with a focus on business law, entrepreneurship, marketing action plans, and quality performance systems.



Scholarship Opportunities

- Dunster Business School has been at the forefront of making higher education affordable and accessible to all, primarily working professionals. We prepare graduates to lead and serve through high-quality, practice-based educational programs. Dunster Business School has been a supporter of self-made individuals
- Dunster Business School's scholarships are available for students who seek to gain a new perspective on the changing landscape of energy management.



About the Program

10 in 1 Program

**Classes:**

192 Hours of live, Two-way interactive online sessions.

**Projects:**

Facility to undergo projects along with the Course.

**Internship:**

Get Internship Support to gain Practical knowledge in Master's in Business Administration by Dunster Business School.

**Certification:**

Get Course Completion Certification in the Master's in Business Administration by Dunster Business School.

**Placement:**

100% Placement Guarantee For 1 Year post successful Completion.

**E-Learning:**

Free access to E-learning Portal, video content, assessments, and future updates.

**Masterclass:**

Access to 52+ Masterclass Sessions for soft skill development.

**Hackathons:**

Free Access to #DBS Hackathons and Competitions.

**Membership:**

18 Months Gold Membership of Dunster Business School Management Academy For Master's in Business Administration by Dunster Business School.

**Entrepreneurship Mentorship:**

Mentorship from Young and Successful Entrepreneurs to set up a sustainable & scalable Business from scratch at both Freelance and entrepreneur levels.

Program Outline

- **Excellence in Higher Education**

Our schools are recognized and accredited by various institutions, offering a field of specialization and the highest salary package job access for candidates. Get certified sessions recognized by the State or by international evaluation organizations. To affirm our values of excellence and professionalism, the State recognizes all the titles we deliver at levels 7, 6, and 5.

- **International Opening**

This is our raison d'être. Our programs are specifically designed to welcome international students and be able to significantly benefit from our course. It also allows our French students to do their internship or part of their sessions. Our teaching teams are trained to teach multicultural and multilingual groups.

- **Individualized Support Towards Employment**

Since we propagate and believe in individual growth, each course of study corresponds to a personal ambition. All our students benefit from individualized support. The success of all – before, during and after the classes resides in the heart of the action. You can get personalized guidance from knowledgeable experts. Our dedicated job placement services provide individual assistance to all our candidates.

Key Figures

20+ Member schools

10,000+ Students including 25% foreign students

25,000+ Trainees in continuing education

14+ Professional diplomas recognized by the state

500+ Permanent professors

800+ Faculty members

140+ Authorized partners throughout France

10+ Offices abroad

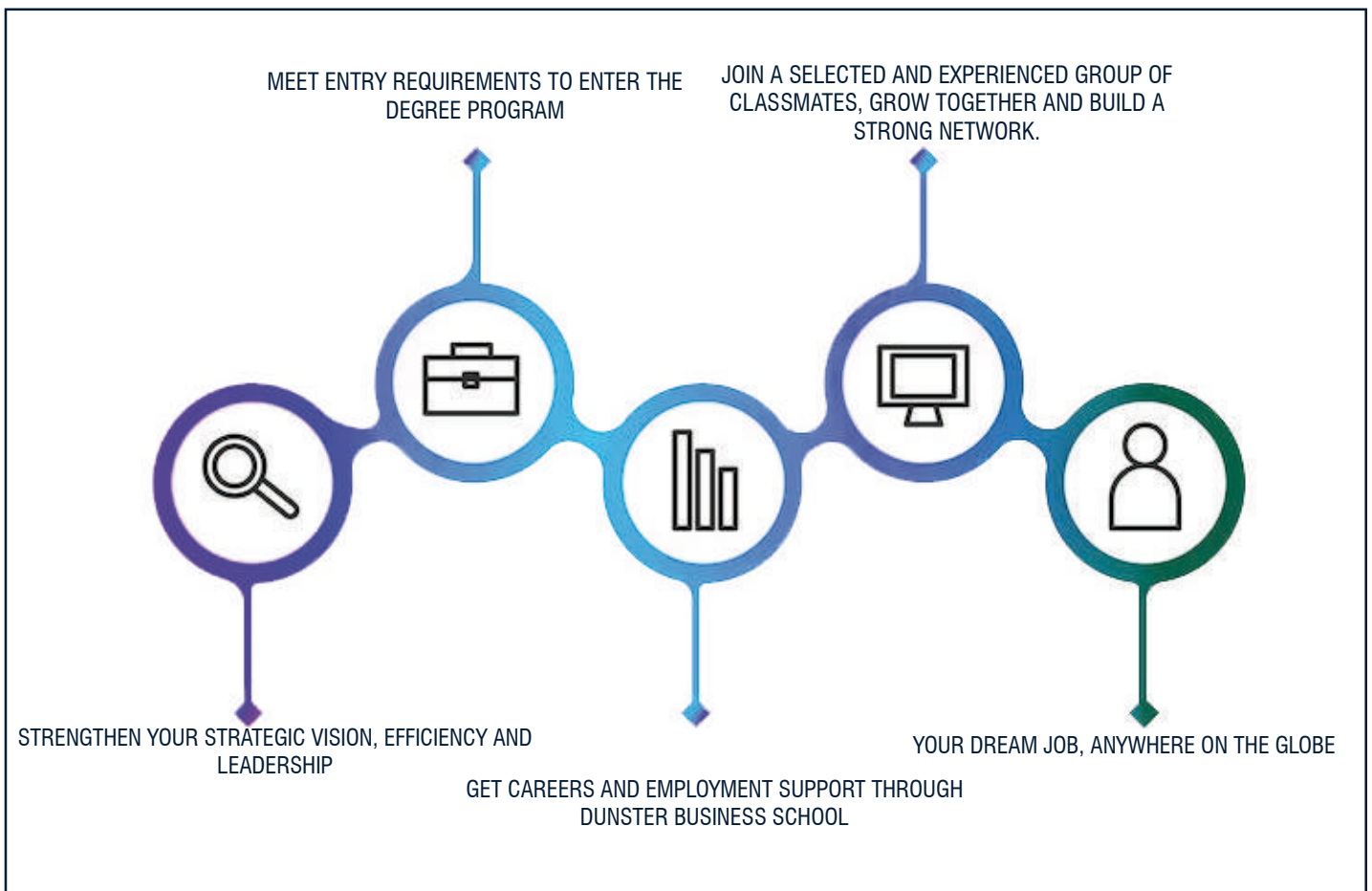
400+ International education consulting offices

20+ Partner Universities



Learning Outcomes

- Understand key principles of management, marketing, finance, HR, and operations across various business functions.
- Apply economic, financial, and strategic concepts to solve real-world business problems.
- Interpret business data using tools like cost analysis, marginal costing, and operations research models.
- Develop strategies for organizational growth, performance improvement, and competitive advantage.
- Explore global market dynamics, consumer behavior, and online buying patterns for effective marketing.
- Evaluate legal, ethical, and social responsibilities in business decision-making.
- Design effective HR policies, recruitment strategies, and employee development programs.
- Understand entrepreneurship and intrapreneurship concepts for identifying new business opportunities.



Program Highlights



192 Hours Full-Time Program



Placement Support From Dunster Business School



World-Class Curriculum Developed by Academicians and Industry Experts



Developed in Consultation with Industry Experts



Real-Time Project-Based Learning



Post-Study Work Opportunities

For Whom?

- Individuals seeking a broad-based business education covering marketing, finance, HR, operations, and strategy.
- Professionals aiming to strengthen their analytical and leadership capabilities to advance in managerial roles.
- Graduates looking to build a solid foundation in business functions to explore careers across industries.
- Entrepreneurs and intrapreneurs interested in launching ventures or driving innovation within organizations.
- Those who want to understand global business dynamics and prepare for international management roles.
- Individuals passionate about solving business challenges with strategic thinking and data-driven decisions.



Program Outcomes

- **Business Strategy & Management** – Develop a thorough understanding of core management principles, strategic planning, and competitive analysis.
- **Financial Planning & Analysis** – Apply financial models and tools to evaluate business performance, manage budgets, and support investment decisions.
- **Human Resource Effectiveness** – Contribute to workforce planning, employee development, and organizational behavior strategies.
- **Marketing & Consumer Behavior** – Design targeted marketing campaigns and analyze buyer behavior in both traditional and digital environments.
- **Operational Excellence** – Implement operations management techniques, logistics strategies, and quality control systems to enhance efficiency.
- **Entrepreneurial Thinking** – Identify new business opportunities, foster innovation, and apply entrepreneurial principles in corporate and startup contexts.
- **Legal and Ethical Business Practices** – Understand contract law, company regulations, and ethical standards in national and global business environments.
- **Data-Driven Decision Making** – Utilize research methods, data analytics, and performance metrics to solve business problems and drive strategic initiatives.



Eligibility Criteria

- A bachelor's degree in any discipline from a recognized university or institution is typically required.
- Candidates should have a foundational understanding of business, commerce, or management concepts, although students from any academic background are welcome.
- Some institutions may ask for scores from entrance exams such as CAT, MAT, XAT, GMAT, or equivalent, depending on the program's admission process.
- If the program is delivered in English, applicants may be required to show English language proficiency through standardized tests like IELTS or TOEFL, especially for international students.
- Certain universities may also conduct interviews or group discussions to evaluate communication skills, analytical thinking, and motivation for pursuing business education.



Program Curriculum

Module 1

- Nature of Management
- An Overview of Staffing
- Perception and Learning
- Group Dynamics
- Comparative Management Styles and approaches

Module 2

- General Foundations of Managerial Economics
- Law of Variable Proportions
- Product Markets
- Introduction to National Income
- Macro Economic Environment

Module 3

- Book-keeping and Accounting
- Depreciation
- Funds Flow Analysis
- Marginal Costing
- Cost Accounting

Module 4

- Dynamics of Business and its Environment
- Infrastructure
- Law of Contract
- Company
- Factory Act
- Research Methodology

Module 5

- Introduction to Financial Management
- Capital Budgeting
- Operating and Financial Leverage
- Dividend Policies
- Management of Working Capital

Module 6

- Introduction to Marketing and Marketing Management
- Product Decisions
- Price Decisions
- Channel Decision
- Promotion Decision



Program Curriculum

Module 7

- Introduction to Human Resources Management
- Recruitment and Selection
- Human Resources Development
- Financial Compensation
- Building Relationships

Module 8

- Introduction to Operations Management
- Stages of Development of Operations Research
- Transportation Problem
- Shortest Path Problem
- Game Theory

Module 9

- Concepts of Strategy
- Environmental Analysis and Diagnosis
- Strategy Formulation and Choice
- Functional Strategies
- Strategy Implementation

Module 10

- Consumer Behaviour and Marketing Action
- Environmental influences on Consumer Behaviour
- Consumer buying behavior
- Strategic marketing applications
- The Global Consumer Behaviour and Online buying behavior

Module 11

- Quality Performance Management
- Workplace and Its Improvement Through 5S
- Organizational Structure and Employee Motivation and Morale
- Industrial Restructuring
- Indian and Western Thoughts

Module 12

- Financial Services Industry
- Merchant Banking
- Factoring and Forfeiting
- Mutual Funds
- Insurance



Program Curriculum

Module 13

- The conceptual foundations of control systems
- The traditional instruments of control in organizations
- Accountability in organizations
- The new dimensions of control with strategies
- Management Control in Specialized organizations

Module 14

- Defining Entrepreneurship
- Entrepreneurial Motivation Theories
- Identification of Business Opportunity
- Corporate Entrepreneurship (Intrapreneurship)
- Women Entrepreneurship

Module 15

- Services Marketing
- Information Technology and E-Business
- International Business
- Training and Development





Learning Benefits





Dunster Business School Teaching Methodology

Live Projects	Live Projects are carried out during the class tenure to develop experiential learning for the participants. This helps in a better understanding of the concepts and gain in-depth practical insight.
Unique Pedagogy	Uses a mix of techniques aligned to our unique G.C.A.O. pedagogy. This enables participants to derive focused-action-oriented outcomes from the training.
End-to-End Engagement	Participants will be engaged throughout the program through reverse presentations, group activities, and brainstorming.



Certification Process

1

Counseling & Registration

Consult one of the counselors and get into the Right Batch. Register yourself for the Master's in Business Administration.

2

Attend the Classes

Attend 192 Hours of sessions and gain credits to get Certification from Dunster Business School Human Resources Academy.

3

Deliver Projects Assigned

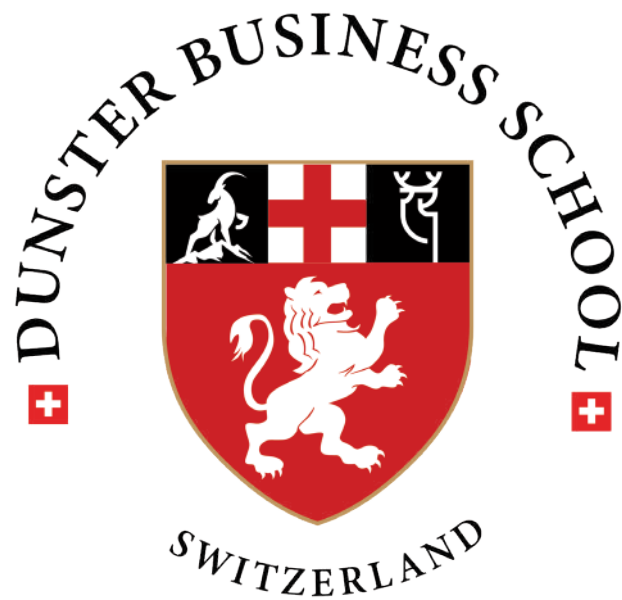
Gather experience with real-world assignments and practical projects to upgrade your existing skills. Deliver mini projects to be eligible for Dunster Business School Certification.

4





Earn Certification

Post-completion of the course, earn a Dunster Business School Certificate. You can post it on social media, get it framed & increase your value in the industry.





For Further Details, Contact:

-  **Dunster Business School**
An Institute under the aegis of Dunster Business School GmbH, Bahnhofplatz, 6300 Zug, Switzerland
-  contact@dunster.ch
-  +41784610905
-  <https://dunster.ch>
-