



SWISS SCHOOL
OF HIGHER EDUCATION
EGYPT

Student Handbook

TABLE OF CONTENTS

03	About
04	Switzerland
05	Programs
06-11	Fields of Study
12	Numbers
13-16	Student Services
17-18	Partnerships & International Opportunities
19-20	Career Services
21-22	Requirements
24	Transfer Students



ABOUT SSHE EGYPT

SSHE is a private boutique business school in Switzerland built on the belief that education should be personal, practical, and forward-thinking. With small class sizes of up to 10 students, the school ensures individualized attention and a learning experience tailored to each student's pace and strengths. Through a hybrid model that combines on-campus and online education, SSHE bridges theory with real-world application, preparing students for the demands of a global, digital workplace. Programs are continuously developed alongside industry experts to stay aligned with evolving market needs, while coaching and peer mentorship provide ongoing support. Located in the vibrant, multicultural city of Montreux, SSHE offers an open campus experience enriched by the city's lifestyle, alongside Switzerland's renowned safety, quality of life, and educational excellence—giving both students and parents a strong sense of confidence in the journey ahead.

What makes SSHE different is its deeply personalized approach and commitment to real-world readiness. Rather than a one-size-fits-all system, every student benefits from tailored guidance, close mentorship, and a dynamic curriculum shaped by industry insight. The combination of small classes, hybrid learning, and continuous support creates an environment where students are not only educated but truly understood. SSHE goes beyond traditional academics by fostering confidence, independence, and meaningful connections—ensuring that students graduate not just with knowledge, but with the skills, mindset, and clarity needed to succeed in their future.



Programs:



HE provides the following degrees: Bachelor, Masters, Doctorate and Certificate Programmes. All programmes have been certified.

Despite what programme is chosen, our students are always assured about high quality education standards which fully meet all the certified requirements.

Pre-Bachelor

Bachelor

Master

Doctorate

E-MBA

Certificate (Short Course)

Language Courses



Fields of Study



Students can specialize in key fields including:

1. Startup Management
2. Luxury Brand Management
3. Event Management
4. International Relations
5. Business Administration
6. Fashion Management
7. Sport Management
8. Tourism and International Hotel Management
9. Oil and Gas Management
10. Finances Management



Luxury Brand Management major overview



Whether you are looking to work for a leading brand or wish to start your own company, this program will give you a needed skill-set to be an effective manager and start a career in the fashion and luxury industry.

The Bachelor in Luxury Brand Management program teaches students all aspects of managing a luxury brand – from marketing, strategic development to finance. It helps students understand how the products should be positioned, their role in the market, as well as how to analyze and maintain good relationship with customers. The program provides students with both luxury branding and business management skills.

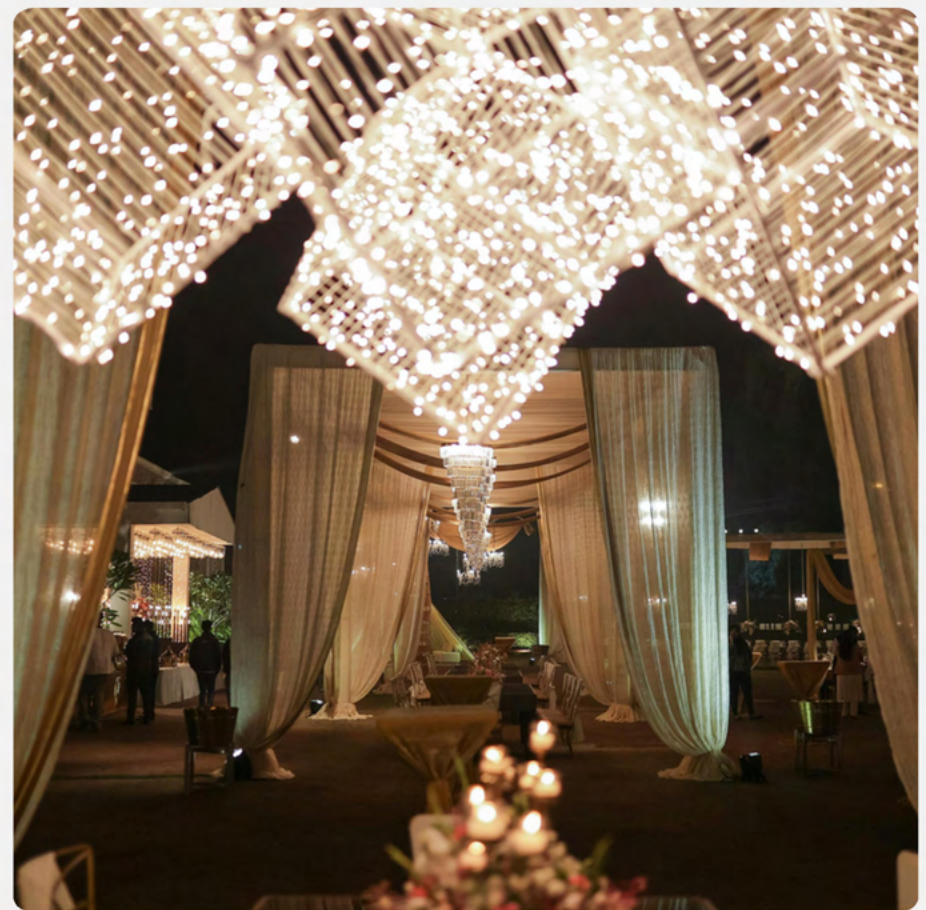
The Master program in Luxury Brand Management is designed to develop understanding of the principles and practices of luxury brand management and give profound knowledge of economic management and business strategy with international focus. The program includes disciplines in luxury marketing, communication and event planning, brand management, retail, e-commerce and search for new trends. Graduates will be able to apply systematic and creative solutions for a range of challenges arising in the industry.

Event Management major overview



The course aims to provide our students with the necessary knowledge and skills to host any type of event, by planning and managing all the details and help them achieve event goals. Students benefit from our faculty members event experience and courses that are specifically structured to meet the requirements of Event Management such as: Sponsorship, Event Conceptualization and Creation, Marketing, Finance and Operations.

The SSHE Event Management course was developed to meet the ever-increasing demand for specialists in this area. The International Event Industry has an estimated 200 million people working in this dynamic field. Festivals, Sports Events, Music Concerts, Conferences, Exhibitions and Meetings are an economic and social driver for many companies, cities, regions and countries.



Students who enroll and graduate in Event Management studies are embarking on a fast-paced and exciting career. Graduate students are sought after by companies around the Globe such as: UEFA, FIFA, IOC, FIBA and a variety of Event Companies.

International Relations major overview



Do you wish to become one of the world's leading international politics experts or pursue a career in diplomacy? At SSHE, we offer the International Relations program specifically designed for students with aspiring political ambitions, who desire to understand, analyse, and resolve the political intricacies that occur throughout the globe.

At the Bachelor level, students get comprehensive set of approaches that provide a global perspective on social, economic and political relations. It provides students with many career options as it combines a number of business disciplines, such as economics, management, marketing, finance, business administration with more specialised courses in political and international relations field. During the program, students will be introduced to both theoretical methodologies and practical instruments to implement in their future careers. After finishing the program, students will be able to execute tasks in the roles of international consultants, social entrepreneurs, and experts in multinational organisations.

The Master program in International Relations suits those students who want to pursue their careers with international focus. The program gives students a handful of various tactics in such areas as international management, business development/entrepreneurship, diplomacy and foreign policy analysis. After finishing the program, students will be able to join international organizations, become a part of diplomatic services or work in private sector.

Business Administration major overview



Business Administration prepares students to various managerial roles both in corporate sector and in small and medium size companies of their own.

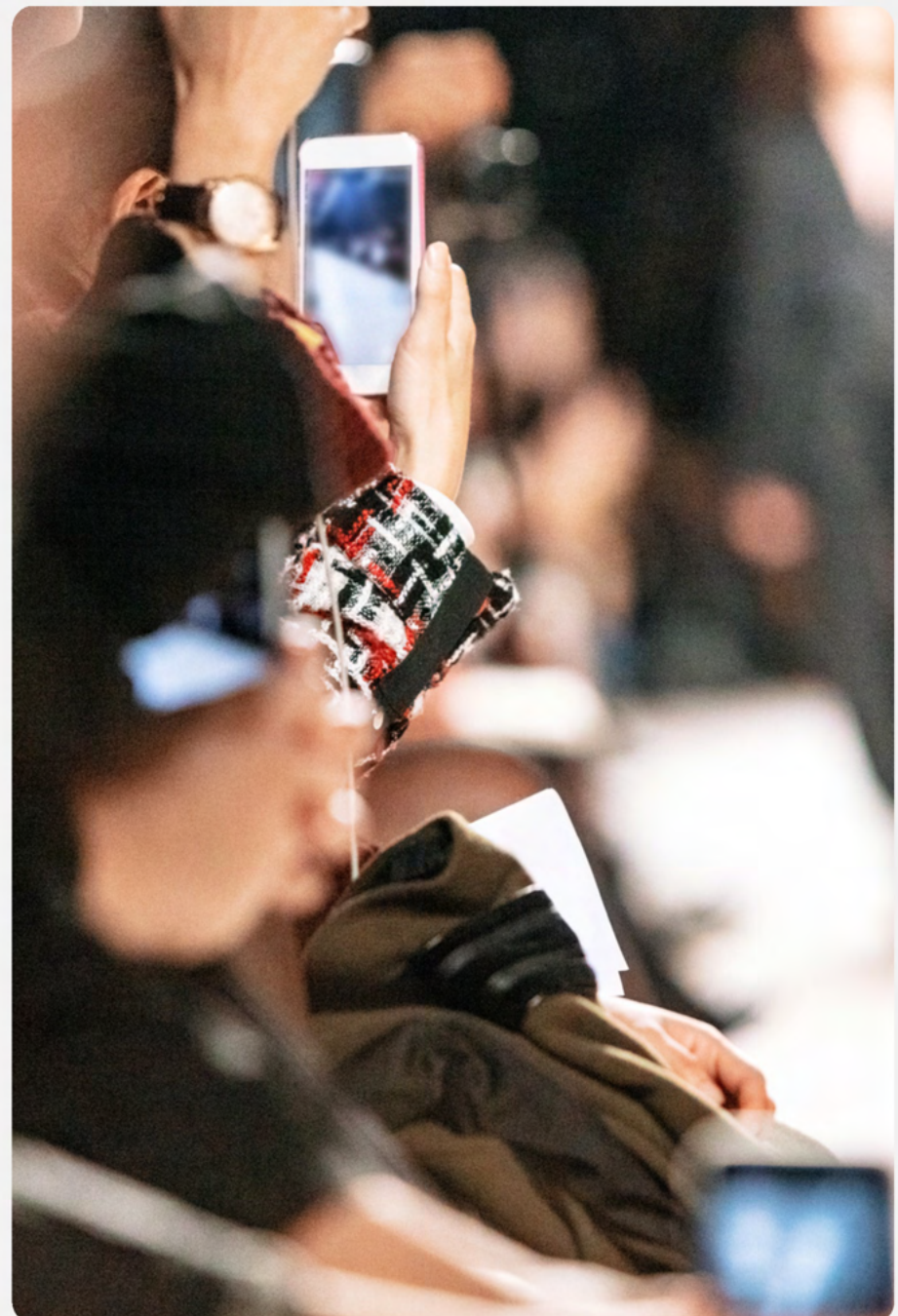
At the Bachelor level students learn how to manage resources, time and personnel in order to effectively start and complete projects. The program combines numerous disciplines in communication, finance, economics, business management and others, which gives students opportunities to work in various fields in the roles of senior management, strategic consultants, independent experts in the future.

At the Master level students receive comprehensive knowledge on different managerial aspects, from international management to finance management, marketing and entrepreneurship. Students will be able to apply both methodological skills and practical experience achieved during their education. Graduates of the program will get access to higher level positions, such as project managers, managers of senior levels, and/or will be able to start their own business.

Fashion Management major overview



The Bachelor in Fashion Management program covers such disciplines as trend spotting, media strategy, PR management, organizational structure, supply chain management, communication, fashion events and others. The students who finished the program are ready to be involved in positions of different levels and departments in the developing fashion industry.



SSHE facts and numbers

75%

Faculty
nationality mix

1:4

Faculty to
students ratio

80%

Students
nationality mix

76%

Job placement rate (within first
six months)

22 / 26

Bachelor / Master students
average age

95%

Students overall satisfaction of the
school (based on the SSHE internal students
satisfaction survey)



Student Services

SSHE students have a free access to Perlego digital library, thanks to the academic partnership between the two institutions. Students may access not only various educational materials and books there, but also different other genres to broaden their view. The subscription is automatically renewed every year for all enrolled students.

Additionally, SSHE students benefit from SBB half price travel cards, that are included in their fees when they are enrolling. This card allows to get a 50% reduction on all public transport tickets within Switzerland.

Thanks to the partnership with SwissCare health insurance, all SSHE students can benefit from attractive prices to their academic healthcare plans and get the most informative consultation about what will suit them best. These services are provided for additional price and are not included in the final tuition fees cost.

When it comes to extra language support, SSHE has secured a partnership with Alpadia Language school, which is situated in 5 minutes distance from the campus. This perk allows students to have an additional academic support when it comes to learning a new language: French or German. This can greatly increase the CV value of SSHE future graduate and allow access to more opportunities in the job market (both domestically and internationally). These services are provided for additional price and are not included in the final tuition fees cost.

Perlego



swisscare



Student Services

Mentorship program for students by students

SSHE strives to maintain an atmosphere of constant support among students and it's only natural that some of our learners are feeling ready enough to return that favor to others. Every semester, students make an initiative where each person can host a learning session (both individual and group) to enhance one's skills in the specific subject. This greatly improves an academic journey for everybody. More information about this topic can be found through conversation with SSHE current main student ambassador.



Extra-curricular activities

Extra-curricular activities are for students to have fun whilst developing themselves and providing experiences that can help increase employability. The choice of activities is driven by the student body and can be funded by SSHE if required and if appropriate

Due to the scale of SSHE and the ever-changing student demand, activities are organised on an ad-hoc basis and cannot be guaranteed each semester, however, please find below a list of activities that have been enjoyed regularly by our students in the past.

Most of these activities are either within walking distance from the campus or are easily accessible with public transport.

- Beach volleyball
- Swimming (lake or pool)
- Fitness club
- Jogging
- Yoga
- Skiing
- Hiking

Local Culture & History

- Wine tasting
- French conversation
- Chateau du Chillon
- Montreux museum
- Olympic museum
- United Nations tour
- Paddle steamer lake tour

Local major events

- Montreux Jazz Festival
- Montreux Christmas market
- Montreux Holi Festival of Colours
- Concerts at the 2m2c

Volunteering

- SSHE student ambassador
- SSHE student mentor
- SSHE social activities organiser
- Local event volunteers

Career counselling

When it comes to the career counselling SSHE has several perks that a student can benefit from. Every SSHE student has a course/seminar that is entirely dedicated to the «personal brand» and overall preparation for interview and job seeking as an integral part of the study plan.

The skills that one develops from these courses are highly increasing the chance that background of this candidate will stand out among others during hiring process. Moreover, our faculty members will advise about strong and weak professional sides of each student resume and personality – with the goal to enhance and cultivate them in the right direction.

Lastly, as internships being in built in the study plan of every SSHE BBA and MBA program, our career counselling does not end with just giving candidate proper tools. We understand every person needs and try our best to implement them during preliminary search of any available internship via our wide industry network that student may choose from.

Student will not feel abandoned when it's time to search for an internship – SSHE has already several variants for them ready, if their GPA throughout semesters was good enough.

At the end, every person may be confident, that he will be placed in the most appropriate environment according to his background and SSHE will guide them on the journey from beginning to the initial internship confirmation





SSHE student ID benefits

With SSHE student ID card there are many reductions and special offers waiting for you, both locally and internationally. Swiss students with a proper ID card can expect a special price in almost everywhere: from cinema tickets and museums to restaurants and medical services. The only thing you need to do to be valid for such bonuses is being enrolled and valid SSHE student – card will be automatically issued to you during beginning of your first semester.



Students with learning difficulties

SSHE encourages applicants and students to inform as early as possible about any learning difficulties or support that they might need. In certain exceptional cases, this can also be done at any time during their studies. Students who commence study without notifying the SSHE do so at the risk that specific certain adjustments and support may not be provided in time. There are certain cases when applicant/student may not wish to declare their health status, however, we can only provide reasonable adjustments in best quality if we know they are required in advance. All support that will be organized by SSHE is done entirely on confidential basis and stays between the academic counsellor/examinators and the student. Types of additional support measures might include:

1. additional time for formal examinations (25% extra time)
2. oral examinations to supplement written examinations and to enable the student to clarify written work
3. a reader during an exam who will read aloud the examination paper and questions
4. Extra coaching sessions with the designated faculty member
5. Intensive support of academic counsellor

Partnerships & International Opportunities



A truly global academic experience.

SSHE collaborates with international universities, including partnerships in the United Kingdom, offering:

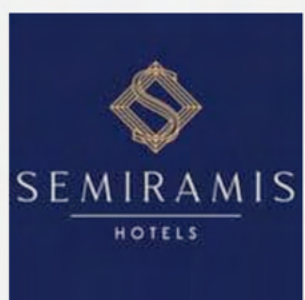
- Dual degree opportunities
- Academic exchange pathways
- Expanded global recognition

Students may graduate with diplomas from two institutions—enhancing both their credentials and career potential.

(If you have partner logos, this slide becomes very visual.)



Partners:



Career services

By standart, every SSHE student will have as a part of the curriculum personal branding seminars, that will be entirely dedicated to building your perfect image and increase one's strong sides in CV and during interview process. Additionally, our career specialist will assist in finding a right internship and provide any needed support for securing a job. Lastly, HR and other representatives from different companies visit SSHE campus on yearly basis, which is a perfect opportunity to increase your changes in finding a dream job.

Industry workshop seminars

Industrial workshops and visits have their own importance in a career of a student who is pursuing a professional degree. Tightly connected as an integral part of SSHE curriculum, such courses allow smooth hybrid between theory of business and real-world practices. Objectives of these sessions are to provide students an insight regarding internal working of companies and potentially – a first step to be considered for internship position (and a full-time job later). We know theoretical knowledge is not enough for making a good professional career. With an aim to go beyond academics, company visits and workshops on campus, that are hosted by various industry representatives, provide student a practical perspective on the world of work and firsthand experience. Moreover, these sessions orchestrate successful social interactions and networking, thus the importance of such activities cannot be overestimated for successful career.





Career services

Career advising sessions

SSHE career advising sessions, that are integral part of every program and specialization are designed to give you a very early start on the process of career planning and development. The process involves thoughtful self-assessment, career exploration, planning and follow-through with preliminary employment strategies. The philosophy of the course is that this process is on-going, systematic, and aimed toward a fulfilling work life, which is part of your overall plan for personal development. Engaging in this on-going process should be challenging, interesting, and enjoyable. More importantly, these sessions allow every student to mold their «personal brand» according to their strengths and weaknesses, which later can be effectively used during hiring process.



One-on-one consultation with career counsellor

SSHE has internships being in built in the study plan of every BBA and MBA program, thus career counselling is closely tied up with academic process. We understand every person needs and try our best to implement them during preliminary search of any available internship via our wide industry network that student may choose from. Every enrolled SSHE student will not feel abandoned when it's time to search for an internship – the administration has already several variants for them ready, if student's GPA throughout semesters was good enough. Besides regular visiting to Career office on campus, it's also possible to book a career advising session virtually via the option here:



Admission requirements to apply to SSHE Swiss Business school

- Photocopy of all academic diplomas or certificates obtained, translated to English language
- For Bachelor: High School Diploma or equivalent
- For Masters: Bachelor degree or equivalent
- For Doctorate: Master degree or equivalent
- Photocopy of valid foreign passport or permit (ID must be on English)
- 2 passport photographs if sent by post
- CV or Resume
- Two recommendation letters
- Certificate of English proficiency
- Paid application fee



Core Admission Requirements

To apply to the SSHE Egypt system, candidates must submit the following documentation via our Online Application Portal:

- Academic Credentials: Photocopy of all academic diplomas or certificates obtained, translated into English.
 - For Bachelor's: High School Diploma or equivalent.
 - For Master's: Bachelor's degree or equivalent.
 - For Doctorate: Master's degree or equivalent.
- Identification: Photocopy of a valid passport or National ID (Information must be in English).
- Professional Identity: A comprehensive CV or Resume.
- Recommendations: Two letters of recommendation (Academic or Professional).
- Proof of Language: Official Certificate of English proficiency.
- Application Fee: Proof of paid non-refundable application fee.



English Proficiency Standards

6.5

IELTS

80

TOEFL

Note: You may provide an equivalent for the above-mentioned certificates if the results are verified as equal to or higher than these standards.

TO PARENTS

For Parents

We focus on shaping individuals who are prepared—not just qualified.

An investment in your child's future.

Choosing SSHE means more than studying abroad. It means:

- Building independence and maturity
- Developing confidence and strong character
- Gaining early international exposure
- Accessing real global opportunities