



SMC 
UNIVERSITY



QNET

TABLE OF CONTENTS

Why Swiss eLearning Institute?	3
Getting Started	4
Our Students	6

SWISS ELEARNING INSTITUTE

Mini MBA	10
eCommerce	11
Entrepreneurship	12
Performance Management	13
English for Beginners	14
Presentation and Communication Skills	15
Career Design	16
The Art of Management	17
Motorsport Management	18
Wealth Management	19
Marketing	20
Project Management	21
Business English	22
Certified Network Marketer+	23
Absolute Fitness / Nutrition	24
Online Library	25

SMC UNIVERSITY

ABBA	28
ABBA IT	30
MBA	32
SMC FAQs	34





WHY SWISS ELEARNING INSTITUTE?



WELL-DEVELOPED
INTERESTING
COURSES



LEARN ON ANY
DEVICE



FLEXIBLE
SCHEDULES:
ANYTIME,
ANYWHERE



ATTEND
GRADUATION
CERMONY



RECEIVE A
CERTIFICATE OF
COMPLETION

The World's Leading Online Institute

The framework of the Swiss eLearning Institute is based on the concept of continuing education. It is a post-secondary education programme that is set up to provide further enrichment, whether professionally or personally.

Courses at the Swiss eLearning Institute are created by globally-renowned academics, scientists and field professionals, ensuring the integrity of our academic foundation. Courses are designed to provide you with necessary and relevant knowledge that results in development of skills that can be immediately applied in everyday life and business.

Swiss eLearning Institute is a web-based learning portal that provides courses developed specifically for those with a busy schedule and a dynamic lifestyle. We offer you a flexible and an informal educational environment tailor-made for your professional development.

Your enrolment and completion will enhance your skills in the field that you choose, and helps add weight to your overall competence. Once you have passed all requirements for your course, you will be awarded with a Certificate of Achievement from the Trustees of the Swiss eLearning Institute, equipping you with both a professional and a personal strategic for your future.

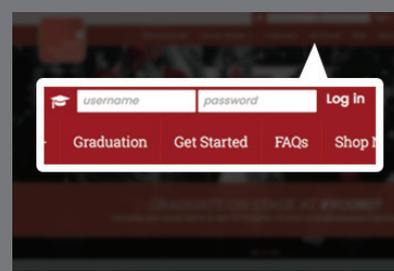
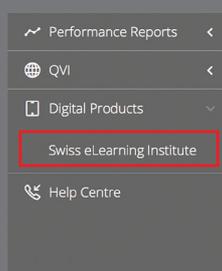
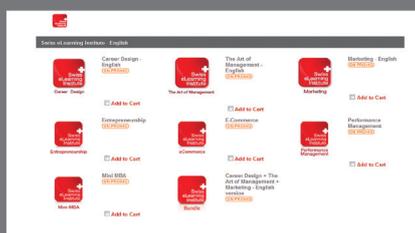
Lost in translation? No more!

Select courses at Swiss eLearning Institute are offered in Arabic, English, French, Russian, and Turkish.*

**Language availability varies according to region.*

GETTING STARTED

It's so simple to get started on a course – just follow these three easy steps!



1

ENROL

Visit the QNET eStore and purchase the course(s) of your choice. Your purchase is your ENROLMENT. You will then receive a Swiss eLearning Institute welcome email, which will include the login details for your course.

2

ACTIVATE

Click on the activation link found on the lower left-hand-side of your Virtual Office to ACTIVATE your course(s).

3

ACCESS

ACCESS your course(s) today by logging onto www.swisselearninginstitute.com, OR download the Swiss eLearning Institute App from Google Play or the App Store.

WHAT CAN I DO WHEN THE **COURSE IS ABOUT TO EXPIRE?**

We offer course extensions to give you more time to complete your course. For more information please contact info@swisselearninginstitute.com.

**Completion of any of the Swiss eLearning Institute course(s) does not promise or guarantee employment in any profession or warranty satisfaction of any state's licensing requirements. Credits, degrees, certificates, and diplomas earned from Swiss eLearning Institute do not automatically qualify the holder to participate in any professional or governmental examination or earn any professional or governmental certification or licensure. Students pursuing professional certification or licensure should contact the appropriate state regulatory agency or state board to confirm educational requirements before beginning any programme.*



CÔTE D'IVOIRE

“ I love Swiss eLearning courses. I have encouraged all my brothers and friends in Côte D'Ivoire to take up these courses. ”

- Ago



HEAR FROM OUR
**STUDENTS AROUND
THE WORLD!**



EGYPT

“ I studied eCommerce to learn more about QNET. It helped me learn more about the business. ”

– *Taneer Abdulkah*

SUDAN

“ I found my Presentation and Communication Skills course very interesting and easy to use. ”

– *Ebtihal Ibrahim*

JORDAN

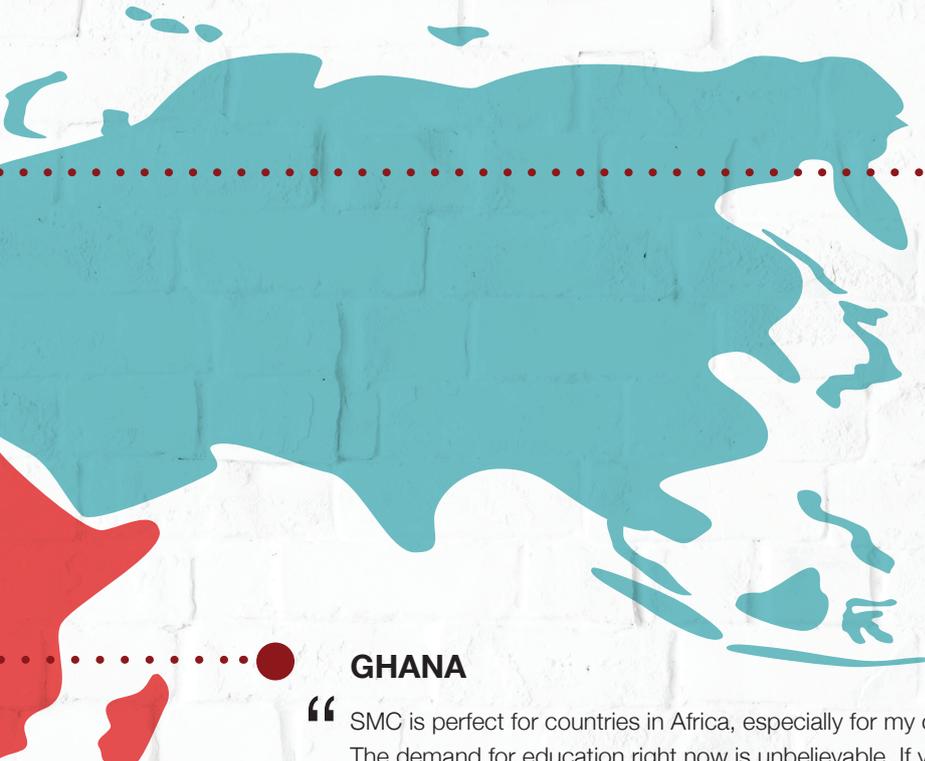
“ What I love about the Swiss eLearning courses is the flexibility! I can study whenever and wherever I want. Even the exams can be taken whenever I want! We can even retake the exams. The idea behind the courses is to learn and not just to pass the exam. ”

– *Hala*

GHANA

“ SMC is perfect for countries in Africa, especially for my country, Ghana, due to the limitation of infrastructure. The demand for education right now is unbelievable. If you want to balance cost and content, ABBA is the perfect choice for you because it's both affordable and rich in content. The time required for completion is also excellent and easy for everyone to do. ”

– *Dr Patrick Agbesinyale*





OUR COURSES





ONLINE COURSES



Mini MBA **Enhanced**



eCommerce



Entrepreneurship



Performance Management



English for Beginners



Presentation and Communication Skills
Enhanced



Career Design



The Art of Management **Enhanced**



Motorsport Management



Wealth Management



Marketing **Enhanced**



Project Management



Business English



Certified Network Marketer+ (CNM+) **New**



Absolute Fitness



Absolute Nutrition

SUBSCRIPTION SERVICE



Online Library



MINI MBA



Give yourself an edge in this increasingly competitive world by picking up business administration skills through the Swiss eLearning Institute's Mini MBA course. Rather than stressing out about the time-consuming journey of equipping yourself with the necessary knowledge, take this course and prepare yourself with what it takes to truly succeed in the business industry.

Swiss eLearning Institute's Mini MBA course mirrors some of the most important components of the world-class MBA programme. Extracting the essence of some of the world's top MBA programmes, the course provides a detailed overview of the key concepts and theories of an MBA degree. Learn the basic conceptual framework of business – business management, leadership skills, human capital management, finance and accounting, marketing and sales, to name a few.

The flow of the Mini MBA course starts and ends with you. This course allows you to think, plan, and act like a leader.

The first chapter focuses on developing the inner you. After learning to think like a leader, you will be introduced to external concepts such as human capital and finance. Next, you will be able to familiarise yourself and understand key concepts such as ethics and the legal environment – skills that act as a valuable foundation for successful negotiations. Finally, you will learn about the concept of Corporate Social Responsibility initiatives that are carried out by most large corporations around the world.

The marketing and sales topics transition from an organisational perspective into personal application, empowering you to be able to effectively market yourself in any career.

Justify your long-term goals. Choose Swiss eLearning Institute's Mini MBA course.

TOPICS COVERED:

- Strategic Insights of an MBA
- Leadership in a New Era
- Managing Human Capital
- Finance and Accounting
- Contextual Ethics
- Complexities of the Legal Environment
- Negotiations and Conflict Resolution
- Corporate Social Responsibility
- Marketing and Sales
- Empowerment of your Career

AVAILABLE LANGUAGES:

Arabic, English, French, Russian, and Farsi

Disclaimer:

This is not an academic course. The Mini MBA is a basis of teaching the concepts of an MBA. No academic degrees will be given with this course.

eCOMMERCE

eCommerce is an immensely big market with eCommerce sales predicted to increase to USD 4 trillion in 2020, making up 14.6% of total spending that year.

It's undeniably clear that business models across the world continue to change drastically with the emergence of eCommerce. eCommerce has risen to become an extremely important business tool for businesses worldwide. The world is heading towards the future and is more connected than ever. You need to make sure you stay ahead of the game and don't get left behind.

Introducing you to the electronic marketplace and the rapidly developing field of eCommerce, the Swiss eLearning Institute's eCommerce course allows you to understand the basics that are needed to develop your skills to build a successful internet business. This course is designed to familiarise you with current and emerging eCommerce technologies and then guide you through the various techniques such as email marketing, social media and other online marketing solutions. Learn the tips and tricks that will push your business to another level!

Utilise the internet to maximise your business!

TOPICS COVERED:

- Online Marketing Basics
- Online Advertising and Promotion
- Online Public Relations
- Enhancing Your Business Through Social Media
- Identifying and Capturing Online Target Markets
- RSS Feeds, Email Marketing, Auto Responders

AVAILABLE LANGUAGES:

Arabic, English, French, and Russian



ENTREPRENEURSHIP



The word 'entrepreneur' comes from the 13th century French verb, '*entrepredre*', which literally translates to 'to do something' or 'to undertake'. An entrepreneur is a person who is willing and able to convert a new idea or an invention into a successful business venture. The concept of innovation, know-how and newness became the basic part of the meaning of 'entrepreneurship'. The newness in this case could be anything from a new product or a new distribution system to a new organisational structure in the world of obvious economic growth and social cohesion.

Are you a risk-taker? Do you have high expectations for yourself? All you need is to channel that energy in the right direction. Passion is important for a business venture – it's the key to living in today's challenging world. Without the know-how, passion alone can't help you to become successful. What you need is to combine passion and knowledge to get the right balance for your life and your career path. The Swiss eLearning Institute understands what it takes to get you there.

We offer the dynamic Entrepreneurship course that provides insight into proven business strategies. The Entrepreneurship course allows you to channel your creativity and ambitions in a successful way. Be the boss and don't get beaten. Learn the ropes to managing your own business empire. Brush up on your entrepreneurial skills and embrace the life of a true entrepreneur.

TOPICS COVERED:

- Building a Successful Enterprise
- Business and Marketing Plan
- Opportunity and Risk Analysis
- Entrepreneurial Marketing
- Entrepreneurial Finance
- Entrepreneurial Leadership

AVAILABLE LANGUAGES:

Arabic, English, French, and Russian

PERFORMANCE MANAGEMENT

To ensure that your goals are consistently being met, you need to have strong performance management skills. It is not just high-level managers that can benefit from applying these skills. Everyone, especially high achievers with a dynamic lifestyle, can use these skills to increase the productivity and the profitability of their business. Swiss eLearning Institute's Performance Management course provides techniques and tools to enhance your ability to manage the performance of others as well as your own performance by setting goals and meeting them in an organised and systematic matter.

Most people tend to think of performance management as revolving simply around concepts such as appraisals, and performance-driven payments. Yet, in today's fast-paced business world, there's so much more that goes into running a successful business. To manage their team's performance, leaders need a toolkit of techniques and skills that work together to help their business.

Performance management is much more than meeting target objectives and providing motivation. It requires a shared vision of an organisation's goals and helping people use their full potential to contribute to the achievement of those goals. It is a continuous process of assessment, development, setting objectives, and evaluating specific behaviours related to the business plan.

TOPICS COVERED:

- Framework for Development and Improvement
- Clarity on Your Network's Overall Goals
- Network Empowerment and Coaching
- Leadership Management Style
- Enhancing and Measuring Team Performance

AVAILABLE LANGUAGES: English



ENGLISH FOR BEGINNERS

What's so important about learning English?

- English is the world's most influential language, being spoken in over 100 countries and used as an official language in over 35 countries, with over 335 million native speakers.
- English is by far the most commonly studied foreign language in the world, accounting for 1.5 billion learners.

In today's globalised world, communication is the key to success, and speaking just one language is no longer enough. English is widely used across the globe not only in the business world but also as the major language of online communication, science, media, politics, and even entertainment. And if you don't speak English, where is your place in this fast-moving world?

Unlock the door to the world with Swiss eLearning Institute's English for Beginners course as we guide you through the steps of learning English, covering everything from basic grammar, commonly used idioms and phrases, to pronunciation and making conversation. Learn how to adopt English for your everyday life and practise scenarios you are most likely to encounter. Who says learning English is scary?

This Swiss eLearning Institute's English for Beginners course is specifically designed for non-native speakers to learn English in a fun and intuitive manner.

TOPICS COVERED:

- Grammar
- Business English
- Idioms and Phrases
- Speaking and Pronunciations
- Listening
- Using English in Everyday Settings

AVAILABLE LANGUAGES: English





PRESENTATION AND COMMUNICATION SKILLS



HOW DO YOU GO ABOUT ACHIEVING EFFECTIVE COMMUNICATION?

The Swiss eLearning Institute's Presentation and Communication Skills course introduces aspiring leaders and entrepreneurs to their most important companion on their road to success — effective communication. Of particular value and application to networkers, the mastery of interpersonal communication is a prerequisite to any favourable and successful business interaction.

Every single working day holds challenges that involve influencing others' thinking and actions – moments that demand special skills and consideration. By advancing through the course curriculum, proven communication, persuasion and negotiation concepts and strategies become essential tools in each participant's skill set. Graduates of this course are better equipped for daily, hourly interactions in both business and social situations.

Based on a modular design provided by leading communication experts and trainers, each unit provides key concepts using a fresh, practical approach that is highly adaptable to individual needs. Graduates of this course are better equipped for daily, hourly interactions in both business and social situations.

TOPICS COVERED:

- The Nature of Communication
- Key Elements of Communication
- Internal vs External Communication
- Oral and Written Communication Secrets
- Introduction to Persuasion
- Successful Communication in Teams

AVAILABLE LANGUAGES:

English, Arabic, French, Russian, and Turkish

CAREER DESIGN

The Swiss eLearning Institute's Career Design course offers vital support to those who have arrived at decisive points in their professional life. Personal crossroads, desire for new challenges, emerging entrepreneurial spirit, or additional education have one thing in common — the need for careful planning and consideration. Together with leading executive coaches and personal trainers, the Swiss eLearning Institute has created a modular mentorship concept that will pave the way for the sustainable pursuit of your goals.

Career Design offers a framework for personal and career reflections, giving insight to who you are, what you value, what you are skilled at and what your major goals are. Plan your next professional steps and motivate yourself, the Career Design course will help you master personal change and overcome fears, identify untapped potential, and provide dedication and commitment.

KEY ELEMENTS CONSIDERED:

- Your career values and drivers
- Your personality structure
- Your journey in life
- Your strengths and weaknesses
- Personal assessment and analysis

TOPICS COVERED:

- A Framework for Personal and Career Reflections
- Personal Values, Skills, and Major Goals
- Planning, Motivation, Adherence to Timelines, and Achieving Goals
- Guide to Decision-Making

AVAILABLE LANGUAGES:

Arabic, English, French, Russian, and Turkish





THE ART OF MANAGEMENT



WINNING CONCEPTS AND STRATEGIES

The Swiss eLearning Institute's The Art of Management course was created for those seeking profound managerial insight and understanding. Created together with leading academic and professional management experts, the course puts a strong emphasis on building and strengthening your very own potential. All topics covered throughout the modular course are related to the daily challenges in the life of an entrepreneur, ensuring that those winning concepts and strategies immediately apply. The Art of Management course is geared towards building experience and skills to support your management needs, which can be applied very well to your own network.

It will teach your how to best coordinate your resources to accomplish goals effectively and efficiently. Not only does this course set about to equip you with the necessary technical managerial skills, it also seeks to build other important managerial skills – your people skills – to enable you to grow into a balanced and effective leader and manager.

TOPICS COVERED:

- Risk Management
- Personnel Management
- Strategic Management Concepts
- Financial Management
- Operations Management

AVAILABLE LANGUAGES:

Arabic, English and French, Russian, and Turkish

MOTORSPORT MANAGEMENT



Are you one of the millions who get excited about the action of GP2 or F1 racing? And do you want to know everything about the sport – from the garage, the racing teams, and the racing tracks to sports marketing and management? The Swiss eLearning Institute's Motorsport Management course is your first step to the fast track.

Combining strategic contacts in the sport with an inclusive course layout, the Motorsport Management course provides a comprehensive look into the single most technical sport in the world. Special emphasis is put on analysing and discussing the field of Formula 1® motor racing.

Motorsport, just like any other business, involves high-level personnel and brand management, technological implementation, marketing, team building, and organisation. Real-life case studies from motorsport teams are analysed and discussed in-depth within the course framework to ensure an extensive and an enjoyable curriculum.

TOPICS COVERED:

- Real Case Studies of Motorsport Management
- Structure of Motorsport Teams
- Effective Leadership and Management
- Sponsorship
- Sports Marketing
- Logistics
- Embracing Change

AVAILABLE LANGUAGES: English

WEALTH MANAGEMENT

Today, it is not enough to simply work hard and make money. You must also put your hard earned money to work so that it sets you on a path towards the wealth and security you desire. An essential to success in today's competitive economic environment is financial know-how. Without it, most struggle to make the important strategic and day-to-day decisions that allow them to accumulate wealth.

The Swiss eLearning Institute's Wealth Management course is a comprehensive financial programme that begins by establishing the three critical concepts of financial planning, debt, and savings. The course then examines advanced topics such as investments, tax liabilities, and insurance issues.

TOPICS COVERED:

- Measuring Your Financial Health
- Establishing and Achieving Goals
- Dealing with Debt
- Trimming Your Debt
- Important Investment Concepts
- Investing in Funds
- Retirement Funds
- Investing in Real Estate
- Insurance
- Working with Financial Planners

AVAILABLE LANGUAGES: English





MARKETING



Marketing is a day-to-day-process, all about identifying and understanding customers' needs and wants, and satisfying them better than competitors do by putting the right products and services in the right place, at the right price, and at the right time.

Using invaluable hands-on insight from business owners who have successfully mastered their initial marketing challenges, the Swiss eLearning Institute has created a highly practical and accurate course that covers the most important aspects of the trade. Identifying, building, and managing customer relations, building and managing a strong brand, and effectively utilising Web 2.0 marketing means. Throughout the course, a broad scope of core concepts and the latest major trends are covered, leaving you with the key tools to succeed at what you do best.

TOPICS COVERED:

- Introduction to Customer Segmentation
- Basics of Consumer Behaviour
- Mastering the Four 'Ps': Product, Price, Place, Promotion
- Online Marketing
- Viral/Social Media Marketing

AVAILABLE LANGUAGES:

Arabic, English, French, Russian, and Turkish

PROJECT MANAGEMENT

Do you ever find yourself asking how massive projects ever get done, how huge feats of engineering are accomplished, how big events are mounted, or how businesses grow exponentially? All these things involve effective project management.

One of the skills most widely sought by employers is available to you in a convenient self-paced online course – Project Management. A great idea can easily fail due to poor project management but an average idea could produce great results with a strong project management-led process. Project Management is the application of knowledge, skills and techniques to execute projects effectively and efficiently. So, if you want to accomplish something big for yourself, like building your dream house or building a business, you have to learn the principles of project management and acquire the necessary project management skills.

Successfully manage projects and watch your dreams become reality with Swiss eLearning's Project Management course. This course will help you learn the keys to delivering successful projects, which are visible, repeatable, measurable, and predictable.

TOPICS COVERED:

- Initiation
- Planning
- Stakeholders
- Managing Risks
- Conflicts
- Escalation
- Execution
- Control and Reporting

AVAILABLE LANGUAGES:

Arabic, English, and French



BUSINESS ENGLISH

For business professionals, the ability to express yourself and your ideas are essential. Today, more than a billion people worldwide speak English. A billion people make a billion business opportunities. This is why language skills, especially in English, the internationally recognised business language, are of utmost importance.

Bad grammar, wrong or misused idioms, and mispronunciation immediately stand out, resulting in misunderstandings, frustration, or even missed opportunities. This is why the Swiss eLearning Institute brings you this revolutionary Business English course. Broken down into three professionally planned learning sections, the Business English course is more than just your average language class. Forget your childhood experience of memorising vocabulary and chanting grammar rules – this course will seek to build a true foundation from which you can expand your communication skills in English, with a specific focus on language used to get ahead in business.

TOPICS COVERED:

- Recapping Your Business English Skills
- Strengthening Your Grammar Skills
- Expanding Your Vocabulary
- Enhancing Your Writing Skills
- Improving Your Business Interactions

AVAILABLE LANGUAGES: English





CERTIFIED NETWORK MARKETER+



CNM+

CERTIFIED NETWORK MARKETER+

Are you a newbie networker or a seasoned one? Whatever stage you're at in your network marketing journey, as long as you have the passion, optimism and enthusiasm, this dynamic and comprehensive course is for you!

Fan the flames of your inner networker and achieve success in your business by enrolling in the new **Certified Network Marketer+** course offered by the International Direct Selling Educational Institute (IDSEI) and brought to you by Swiss eLearning Institute.

CNM+ is a professional certificate programme for network marketers and direct sellers, and the first of four certified marketer courses available. This course will enable you to enhance your skills in network marketing and achieve your business goals. Get the best education from a network of international experts who comprise the academic board of IDSEI, the first and only established knowledge institution for the direct selling industry.

TOPICS COVERED:

- Fundamentals of Direct Selling
- Effective Network Marketing
- Ethical Team Building
- Improving Marketing Skills
- Building the Business for Sustainability

AVAILABLE LANGUAGES: English

**You will receive a certificate from IDSEI upon successful completion of the course.*

ABSOLUTE FITNESS / NUTRITION



FITNESS

In recent years, a life on a crazy schedule is becoming the norm rather than the exception. That is why staying fit and strong is one of the major issues concerning people today.

The Swiss eLearning Institute's Absolute Fitness course will turn you into a fitness guru. Learning and staying fit has never been easier and more fun. Guiding you from the fundamentals of fitness to professional training programmes, the course will introduce you to a happier and more active **Absolute Living**. You can find exercise regimes that can be easily incorporated into your hectic schedule. No more worries about paying gym memberships that you never have time to utilise!

TOPICS COVERED:

- Fundamentals of Fitness
- Effective Exercise Programmes
- Resistance Programmes
- Relaxation and Flexibility Programmes

AVAILABLE LANGUAGES: English

NUTRITION

Are you eating right? Does your body get the right amount of vitamins and minerals to maintain good health and support an active lifestyle, especially in today's busy world where late nights and early mornings are people's daily routines?

With the Swiss eLearning Institute's Absolute Nutrition course, you will be introduced to vital nutritional facts, allowing you to make wise food choices. Learn everything from basic information about nutrients, what you can get from food, what your body needs, the roles of nutrients in optimal health, and other health-related issues that will allow you to become a nutrition expert.

TOPICS COVERED:

- All About Nutrition
- What You Get From Food
- The Role and Importance of Vitamins, Minerals, Phytochemicals, and Water

AVAILABLE LANGUAGES: English

ONLINE LIBRARY

Tracking down and getting your hands on the right books and finding credible academic sources is a difficult, expensive, and laborious task! Imagine if we could migrate from library shelves across the world to an online library – a place where you can enjoy access to an incredible variety of sources and information from wherever you are, anytime you want. Think of the wealth of knowledge you can receive and share, all at your fingertips. Well, there IS such a place.

The Swiss eLearning Institute brings you its Online Library, a platform of business-related tools containing over 500 eBooks, videos, MP3's, MP4's, journals, and more! With a monthly subscription fee, you can have all the information you want with just a few clicks, minus the long queues and dreary waiting time. Expand your business, gain more knowledge, and improve your life. Subscribe to the Swiss eLearning Institute's Online Library and change your life today!



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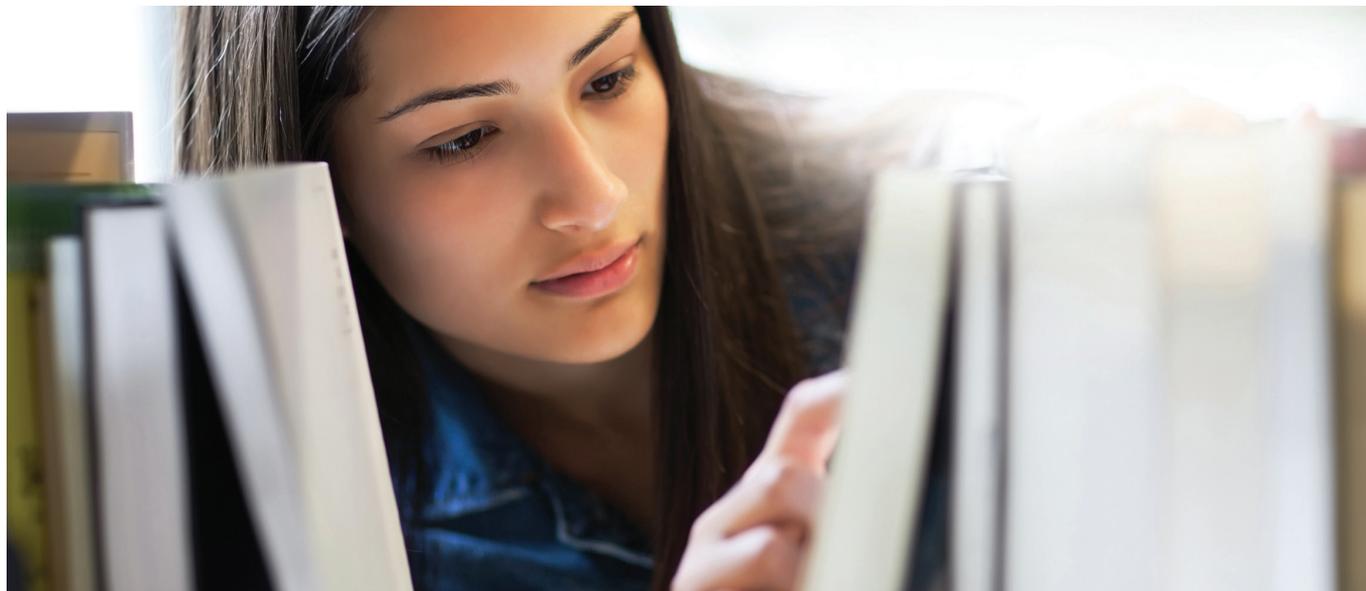
OUR **COURSES**

Accelerated
Bachelor of Business
Administration
(ABBA)

Accelerated
Bachelor of Business
Administration —
Information
Technology
(ABBA IT)

Master of Business
Administration
(MBA)

ACCELERATED BACHELOR OF BUSINESS ADMINISTRATION (ABBA)



Delivered by our Education partner, SMC University, the Accelerated Bachelor of Business Administration (ABBA) is a full online university degree qualification that offers a pathway to the internationally accredited MBA study.

ABBA graduates develop a thorough understanding of business in all its manifold aspects in an accelerated time frame. With the highest standard of academic integrity, graduates build extensive knowledge in business-related fields and apply this to practical applications.

Accredited only by SMC, the Associate Bachelor of Business Administration (ABBA) can be used as a qualification to apply for SMC's Master of Business Administration (MBA) programme, an internationally recognised educational degree.

ENTRY REQUIREMENTS

- High school diploma, Higher National Diploma or the equivalent Proficiency in English (Not Mandatory)

DURATION AND PURCHASE OPTIONS

DURATION	PURCHASE OPTION
You choose (Qualifying)	Purchase the full course upfront.

Purchasing the full course upfront gives more control of the pace of your studies.

**Students must finish within 30 months.*

CURRICULUM

Business Cultures And Protocol

Enhance your communication skills to help improve business relations within an intercultural context, focussing on cultural and cross-cultural management.

Business Law

Understand the principles of law and create the basis for establishing sound legal relationships in business. Use your understanding of legal processes to make more effective business decisions.

Business Policy And Strategy

Effectively examine business practices and strategies in relation to the business environment and ethical considerations. Learn to apply this knowledge in the development of competitive advantage, corporate culture, vision, and mission.

Financial Management

Explore the issues and concepts of successful financial management. Learn how to maximise the assets of a company while understanding the trade-offs necessary to achieve results.

Fundamentals Of Accounting

Understand the principles of accounting while learning how to prepare financial statements.

Entrepreneurship

Learn the theory and practice of managing and owning a business, running a family business, and how new businesses are started. Gain the skill of creating business plans.

Fundamentals Of Marketing

Discover and apply the four P's of marketing, and the specifics of marketing products and services while focussing on contemporary marketing trends.

Human Resource Management

Understand human resources and the challenges that impact companies. Build a foundation in team building, motivation, job satisfaction, leading, counselling, and individual development.

International Business And Trade

Gain exposure to the world of international financing by examining types of lenders, domestic and foreign government assistance, methods of payment, and managing risk and taxation.

Management And Business

Learn the basics of management, the different approaches to it, and factors of influence. Integrate the functional areas of business administration in relation to the strategic, management, and operational needs of a business.

Management Information Systems

Be introduced to the role of information systems in business. Understand the value and uses of information technology in information systems to support operations, decision-making, and strategic advantage.

Microeconomics

Participate in a debate about the role of government and the market while learning about concepts such as supply and demand, consumer theory, competition, markets, subsidies, controls, and protectionism.

Presentation And Communication

Discover the seven aspects of a dynamic presentation, and learn how to improve vocal variety while using verbal and non-verbal techniques to improve movement, expressions, eye contact, and countenance.

Purchasing And Supply Chain Management

After completing this course, you will understand the concept of supply chain management, gain the ability to improve the purchasing process, and use relevant tools for measuring supplier performance.

Sales Management And Consumer Behaviour

Gain a hands-on introduction to selling and sales management. Develop your sales skills and sales techniques while understanding territories, and building a successful sales team.



ACCELERATED BACHELOR OF BUSINESS ADMINISTRATION — INFORMATION TECHNOLOGY (ABBA IT)

If you put the entire world's data produced in a year* on CDs and stacked them up, the pile would stretch from the Earth to the Moon. Five times! Information Technology (IT) allows people to understand data and it is constantly evolving to cope with the ever-increasing volume of digital information.

IT for business is not only about machines and hardware; it's also about the people that rely on it to deliver products and services as well as the people that use them.

Gain an essential foundation in business, and the required skills in all aspects from network security and operating systems, algebra, and statistics to e-Commerce, and computer forensics. Accredited by SMC University, this degree is a standalone qualification or may be used as a study pathway to internationally accredited SMC's MBA degree. The future is yours.

**Based on 2012 estimates.*

DURATION

The Accelerated Bachelor of Business Administration — Information Technology can be undertaken in as little as eight months by investing about eight hours of study per week.

**Students must finish within 30 months (2.5 years).*

CURRICULUM

The degree is divided into sections that allow you to structure your study more easily.

Presentation and Communication

By examining the qualities of a dynamic presentation, this course provides students with the required skills to produce clear, concise, and persuasive written communication that will enhance your competitive advantage. Topics include reports, proposals, tenders, letters, commercial correspondence, and effective reports. The course aims to improve confidence and will examine the theoretical and practical concepts and problems associated with public speaking.



Management and Business

The ability to identify the best approach to business and management in any environment will give you an upper hand in any organisation. After first understanding the basic concepts of delegating, decision-making, management, communication, and planning in an organisation, you will explore not only the management process but also the different approaches to it and the external factors influencing the growth of a business.

Entrepreneurship

Learn the theory and practice of managing and owning your own business, problems and solutions to running a family business, and how new businesses are started. This course explores the entire process of creating and running a new operation, from planning to execution. It will also give you a thorough perspective of the process of building and presenting a business plan.

Key Concepts In Algebra

This course teaches you how to apply algebra in real life. The course deals with the key concepts of algebra including linear equations, graphs, inequalities, polynomials, and functions. At the end of the course, you will be able to understand and solve mathematical problems involving algebra in the context in which they occur in the world of IT and online networking.

Elementary Statistics

The importance of statistics in business is that it assists with planning. It is useful for reviewing the performance of processes and is vital for predicting the future of a business. This course aims to help you learn from collected data and draw a conclusion while being able to project, record, and forecast certain goals or occurrences, and by this, prevent events that may hinder growth.

Operating Systems: UNIX/Linux

UNIX-and Linux-based operating systems have shaped the software industry. Their programming tools, easy networking and the simple way they create databases and store data make them a compulsory object of study. This course will teach the fundamental concepts of UNIX-or Linux-based operating systems and focusses on system administration, hardware configuration, user management, and core networking protocols.

Operating Systems: Windows Server

Servers are more powerful versions of desktop computers designed to efficiently handle corporate networking, Internet/ Intranet hosting, databases, enterprise-scale messaging, and similar functions. Microsoft Windows Server is one of the leading server interfaces used today and this course teaches you Microsoft Windows Server installation, configuration, and administration in a networked environment. This will allow you to understand the operation and administration of Windows Server environments and what security issues you may need to deal with.

Networking Basics

A network is the connection of one or many computers with different hardware and software that exchange data. This course will familiarise you with the OSI model in order to gain detailed insight into the application, transport, network, and data link layer of networks. This will help build understanding of how networks are built and how computers communicate with each other, allowing you to better understand IT network security issues and countermeasures.

Systems Design and Analysis

Databases must be assigned automatic workflows in order to process information.

The foundation for the functionality of these systems is the correct architecture. This course introduces you to the analysis, design, implementation, and operation of information systems in a security context. It addresses various approaches to analysing information systems, and the steps necessary to gather system requirements and to model business needs.

Introduction To Electronic Commerce

One of the fastest-growing ways of doing business is e-commerce. As this industry is relatively young and still developing, many threats come up and must be eliminated. This course examines a management approach to defining and implementing e-commerce solutions including management and regulatory challenges. You will learn to explore strategies to address online fraud, payment, and mobile application challenges in any e-commerce business.

IT Security Essentials I

Along with evolving computer systems, threats to these systems also evolve. Unauthorised network access, also known as hacking, is one of the major threats as far as Internet safety is concerned. Network security refers to the provisions made in a computer network infrastructure to protect the network and its accessible resources from unauthorised users. IT Security Essentials I covers the management of core IT security challenges such as attack vectors, detection and prevention techniques, cryptography, firewalls, intrusion detection systems, security policies, risk management, and incident response.

IT Security Essentials II

This course is the continuation of IT Security Essentials I and consists of an in-depth study of the use of various cryptographic techniques for securing data from unauthorised access. Learn the practical use of algorithms for the encryption of data across various application scenarios along with the algorithms used for symmetric ciphers, asymmetric ciphers, and cryptographic data integrity.

Advanced Network Security

This course is the last volume in our IT Security Essentials set of courses. Examine the essential applications necessary to secure a network from intrusion including firewalls, bastion hosts, proxy servers, and honeypots. As a graduate, you will be able to introduce advanced countermeasures to computer networks and to test them for a wide range of vulnerabilities.

Security Policy Design and Administration

Every company has unique security requirements. IT Security also includes planning measures to manage a company's security arrangements, which must be adjusted to meet the changing needs of the business. After completing this course, you will be able to define security policies, security management strategies, and plans for emergency situations, all according to each company's individual needs.

Computer Forensics

Today, important documents are signed digitally and saved on devices as evidence. These digital documents are as important and as legally binding as paper documents. In cases of fraud or similar events, it is very easy to get rid of many files by simply deleting them. This course addresses the importance of computer forensics, and the procedures and responsibilities related to obtaining and recovering digital evidence through the analysis of computers and networks. The course aims to provide you with a deep insight into which data can be valuable and how it can be acquired through forensic processes.

MASTER OF BUSINESS ADMINISTRATION (MBA)



As an internationally accredited academic programme, SMC's Master of Business Administration (MBA) offers an assiduous research-based curriculum, emphasising experiential knowledge and real-life applications.

Using real-world case studies, the programme provides you with the skills you need to reach your goals as leaders, innovators, and entrepreneurs.

For those who aim to advance to the top, whether playing a role in top senior management or becoming a renowned entrepreneur, the programme offers a top-notch opportunity for its students to equip themselves with the tools needed for career advancement and personal growth.

The courses will teach you not only to recognise opportunity, but also how to create one, an essential ability in a constantly evolving business environment. Improve your chance of success and strive for the top with SMC's Master of Business Administration.

ENTRY REQUIREMENTS

- An undergraduate degree from an internationally recognised academic institution or the SMC's ABBA or ABBA IT
- A minimum of one-year work or networking experience
- English language proficiency programmes

DURATION AND PURCHASE OPTIONS

DURATION	PURCHASE OPTION
You choose (Qualifying)	Purchase the full course upfront.

Purchasing the full course upfront gives more control of the pace of your studies and includes access to professional academic supervision.

CURRICULUM

Management

This course aims to help the student develop a basic understanding of the essentials of management and the nature of complex organisations. Topics include basic theories, principles, concepts, etc. of management and organisations, attempting to develop rational and systematic techniques of analysis and enquiry as well as endeavouring to apply theory to practice.

Marketing Management

Understand the principles of law and create the basis for establishing sound legal relationships in business. Use your understanding of legal processes to make more effective business decisions.

Managerial Finance And Accounting

This course is designed to teach students to handle budgets and other finance and accounting tools, while emphasising the critical thinking skills necessary to interpret results and outcomes in order to lead a business into financial soundness.

Business Research

This course is designed to provide a strategic view and understanding of business environments. Business research is necessary in helping to fully understand business strategies, and to create a solid understanding of how decisions may affect the business.

Managerial Economics

This course involves the application of economic theory to managerial issues. Elements of managerial economics will be covered, including all aspects of business activities, such as production, pricing, financing, management, and strategy.

Human Resources Management

This course introduces contemporary issues in the field, both from a global and a strategic perspective. It provides the basis for understanding labour relations, compensation and benefit schemes as well as the role of HR within an organisation.

International Business And Trade

This course provides a framework for analysing decisions made by firms in an international context. This framework provides the basis for formulating strategies that will enable businesses to succeed in the international business environment.

Business Development Management

This course introduces you to the issues, strategies, and relationships that correlate with developing sustainable revenue through well-managed sales and business development activities. Special emphasis is put on developing a sales force programme, managing strategic account relationships, team development, diversity in the work force, sales force automation, problem-solving skills, and financial issues.

Case Studies – The F1 Art Of Leadership

This course provides you with an exclusive training and action experience, focussing on the business side of motorsports and sports sponsorship. Special emphasis is put on analysing and discussing the field of Formula 1® motor racing, including leadership, marketing, logistics, and sponsorship management. The students will be given insights into the racing world, applicable to Formula 1® and any other high-performance sport and business.

GRADUATION CRITERIA

The Master Degree is granted following the successful completion of the subjects, the accumulation of a minimum of 90 (with a 4-year Bachelor) to 120 (with a 3-year Bachelor) ECTS credits (or less, in accordance to the undergraduate degree credits), and the completion of a capstone project presented to SMC University. To graduate and receive degree certification, students should achieve a minimum overall GPA of 2.7.



SMC FREQUENTLY ASKED QUESTIONS

You are ready to build a solid academic foundation with SMC to catapult you ahead in the business world of today. What do you do next?

Here is a list of FAQs that we have compiled to help make learning with SMC an easy and trouble-free process.

I've decided to take an SMC programme. What do I do next?

After deciding to enrol in your selected SMC academic programme, you can purchase the course and pay your tuition fee in the QNET eStore.

After payment is made, download an online application form from your Virtual Office and fill in the necessary information. Apart from your application form, you will need to provide the following documents to SMC:

1. For ABBA and ABBA IT programmes, a scanned copy of your High School Diploma from a state-recognised school; for MBA programme, a scanned copy of your Bachelor Degree from a state-recognised school.
2. A scanned copy of your proficiency in English test result is welcomed but not mandatory (TOEFL or similar tests).
3. A scanned copy of your passport.

Once your enrolment is submitted, SMC will review your application within a time frame of 6-10 days upon receipt and approval of all relevant documents. If you have been accepted, you will get an official reply from SMC via email.

I already made my payment and sent in my application form, does this mean I am guaranteed acceptance into my chosen SMC programme?

No, it does not. Because SMC offers academic programmes, we require a certain set of requirements from all applicants. If you do not pass the requirements or your credentials cannot be verified, your application will not be accepted.

I did not send all the required documents with my application form? Does this mean my application will be rejected?

If not all required documents are sent, SMC will contact you to submit the required documents within a few days, if you fail to do so or your documents cannot be verified, your application will NOT be accepted.

What if I get rejected by SMC? I already paid for the tuition fee; will I get my money back?

Although not often, a candidate's application form can get rejected by SMC. Make sure you have the proper documents and paperwork submitted in your application/enrolment process.

If for whatever reasons you are not accepted into the SMC programme you applied for, you can apply for a cash refund within seven (7) days from rejection date.

If cash refund is not applied for within seven (7) days, after you have applied, you will be offered a replacement product of the Swiss eLearning Institute's Mini MBA course.





YOUR COURSE, **ENHANCED**

- ✔ **More user friendly platform**
- ✔ **New and Enhanced interactivities**
- ✔ **Crisp content**

The Art of Management | Presentation and Communication Skills | Marketing | Mini MBA

ACCESS YOUR SWISS ELEARNING MODULES WHEREVER YOU ARE



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