

Guidelines on teaching and research

1. Overview

SSBM Geneva mission and vision clearly highlight the importance of uniting research and teaching by providing relevant education that is supported by up-to-date knowledge stemming from the new and novel research insights.

In line with the mission and vision, all of SSBM Geneva students are provided with the knowledge that is seconded by the relevant research. From the undergraduate studies (bachelor program) each student is confronted with the research methods course that provides initial understanding of the research process with the objective to provide meaningful interaction and links between teaching and research.

2. Teaching and Research objectives

At the end of their educational journey with SSBM Geneva, each student will be able to:

- Autonomously identify, investigate, research and resolve current and future challenges, problems or issues that surround business environment
- Address and tackle complex tasks through systematic and academic approach
- Develop sustainable solutions that provide answers using scientific and academic methods
- Understand the complex interactions between different components of the business through critical thinking approach

3. Approach to research-oriented teaching

The link between teaching and research approach aims at developing new skills that will empower students to think in a strategic, multidisciplinary ways by using scientific methods and tools.

The interconnections between research and lectures/courses are built in such a way that the design of the courses needs to be driven by offering tasks, assignments, capstone projects or alternative way of assessing the knowledge, that would enable students to develop competencies that would be driven by the research method.

With this approach, each student is “guided” through the research process by completing the coursework.

The knowledge acquisition is largely facilitated by the research-learning approach as students are trained to use the research process to conduct their investigations and make scientifically supported conclusions.

4. Implementation at SSBM Geneva

Each course taught at SSBM Geneva is oriented toward the research-based approach when possible and applicable.

The approach follows as close as possible the following phases:

- Identification of the topics to be researched
- Formulation of the research problem(s)/hypotheses
- Implementation of the research design
- Execution and implementation
- Evaluation and discussion of the results
- Conclusion

This method is implemented in the final student's thesis (bachelor or master level) and/or in different capstone projects that are following the research-based approach.

The objective is that the learning process should be followed by the research process.

As the research-based approach is of high importance for SSBM Geneva, as such it is also an integral part of SSBM Geneva mission and vision.

The overall strategy for the implementation of the unity of "Teaching" and "Research" is the following one:

- Enable students to participate in the research discourse
- Implement research and academic methods in the student's coursework where students have to autonomously produce research driven results
- Familiarize students with the basic and advanced research processes to acquire research techniques and tools