



# DUAL DEGREE PROGRAMS: *PROSPECTS & CHALLENGES*

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**BA School of Business and Finance & SBS Swiss Business School Dual Degree Study Programs in Latvia**



# BA School of Business and Finance (1)

1992: established by Bank of Latvia

2004: cooperation with SBS Swiss Business School: dual degree MBA/MF International Finance & Banking

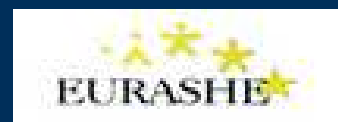
2007/2008: 1st EDUNIVERSAL BEST SCHOOLS selection

2012: dual degree BBA International Management (SBS)/ Bachelor of Finance (BA)

Accredited:



Membership:



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# BA School of Business and Finance (2)

**TODAY:** regionally leading state Business School

- ✓ 1300 students, 8200 alumni
- ✓ 117 partner institutions in 32 countries
- ✓ 250 internship partners, 30 students per year- abroad
- ✓ 58% employees female/ 42% male
- ✓ ~100 students per year ERASMUS exchange
- ✓ ~50 international students
- ✓ Major fields: Finance, Entrepreneurship and Business Management;
- ✓ Professional education (internship included)
- ✓ The best service provider 2011,2012
- ✓ Employers' TOP: leader among business schools
- ✓ All range of studies: 15 programs, from college up to PhD



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# Our experience with dual degree study programs: why to start?

2004:

- To bring foreign school (diploma) into Latvia (stop brain migration)
- Lack of top level studies in the country

Today:

- To bring foreign school (diploma) into Latvia (stop brain migration)
- Lack of top level studies in the country
- Interdisciplinary principle is needed: MBA, BBA – 2nd education
- Entrepreneurship skills to everyone
- Demand from global employers

# Our experience with dual degree study programs : our success story (1)

**MBA/MF International Finance and Banking – 8 groups (121 graduand)**

**BBA International Management/ Bachelor of Finance – 2 groups**

- High demand during economic boom and crisis
- English as working language: unlimited study sources
- 2 different diplomas (not certificates!)
- Top level professors: both practical and academic experience
- FLEX MBA vs Full time
- Global context and international professors
- Value of diplomas - 2 schools: accreditations, marketing campaigns, libraries, projects
- International exchange
- Languages as many as possible

# Our experience with dual degree study programs : our success story (2)

**MBA/MF International Finance and Banking – 8 groups (121  
graduand)**

~96% graduate (MBA/MF)

100% employment

~80% fast promotion at work

~20% rocket career in a year

~20% start own business (even parallel to constant employment)

~15% start to invest on markets

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# Our experience with dual degree study programs : main success factors

- Perfect reputation: program, school, country
- High quality of studies: no compromise
- Student = client: services level
- FLEX type of studies: working students
- Good Program Manager
- Reliable partner: minimum changes in schedule
- Support from employers: all kind
- Alumni club: networking
- State school + private school = good tandem

# Our experience with dual degree study programs : challenges

- Program pay-off
- International accreditations
- Internationalization (students)/ Globalization (content)
- Tuition fees: sponsorship, employers' financial support
- Soft skills - > hard skills
- Leadership, ethics, corporate social responsibility



Thank you for your attention!  
Q&A

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**THANK YOU FOR YOUR ATTENTION!**