



INTERNATIONAL  
MANAGEMENT SCHOOL  
GENEVA

**We Inspire. We Empower. We Care.**



# BACHELOR'S Degree



# Summary

▪ 7 REASONS TO JOIN IMSG	3
▪ OUR INNOVATIVE PEDAGOGY	4
▪ GETTING READY FOR THE JOB MARKET	5
▪ PROGRAMS: BACHELOR YEAR 1	6
▪ PROGRAMS: BACHELOR YEAR 2	7
▪ PROGRAMS: BACHELOR YEAR 3	8
▪ ADMISSIONS	9
▪ FACULTY	10 - 13
▪ WHY STUDY IN SWITZERLAND	14
▪ FEE	15

# 7 Reasons to join IMSG



- Personalized education, meeting individual needs

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- Challenging and caring school, setting the bar high and helping you get there

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- Professor/student ratio well above industry standard. Our students have more access to teachers

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- Committed to developing young professionals that are more than ready for the executive workplace

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- Innovative pedagogy

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- Developing creative thinking and problem solving abilities

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- The opportunity to work part-time, gain experience and be ready for the job market

# Our Innovative Pedagogy

International Management School Geneva takes pride in delivering a high level of business management education through a variety of modern methodologies. These methodologies are integrated throughout the curriculum and prepare our students for professional life in the real business world.

## PBL (Problem Based Learning):

Problem-Based Learning (PBL) is a pedagogical approach and curriculum design methodology frequently used in high performance, higher education institutions. Some of the defining characteristics of PBL are:

- Learning is driven by challenging, open-ended problems with no one “right” answer.
- Problems/cases are context specific.
- Students work as self-directed, active investigators and problem-solvers in small collaborative groups.
- Teachers adopt the role as facilitators of learning, guiding the learning process and promoting an environment of inquiry. Rather than having a teacher provide facts and then testing students’ ability to recall these facts via memorization, PBL attempts to get students to apply knowledge to new situations.

## We believe that PBL:

- Develops critical thinking and creative skills
- Improves problem-solving skills
- Increases motivation
- Helps students learn to transfer knowledge to new situations.

## Case Study Method:

Several of our courses are taught based on Harvard Business School cases.

## What is Case Method Teaching?

Case method teaching immerses students into realistic business situations. Cases provide the reality of managerial decision making — which includes incomplete information, time constraints, and conflicting goals — as students learn how to analyze business situations. The case method packs more experience into each hour of learning than any other instructional approach. It stimulates students’ thinking and encourages discussion.

## Language Development:

Some students may want to improve the foreign language they are going to study or work in. We support Language Training in English or French.

Blended Learning Methodology: Innovative on-line delivery, face-to-face time with a teacher, individually tailored lessons and monthly feedback.

# Getting Ready for the Job Market

## Job Market Integration

In an increasingly competitive job market, we support students at key stages to ensure they have the best and most compelling Business Professional proposition. We do this by facilitating:

- Paid Part-time work
- Internships

We have developed a strong network of partner companies and organized job-dating events on campus every month, giving our students the opportunity to make new professional contacts and find a job.

## Field Trips

Locally, during the program terms:

- Organized visits to highly successful Swiss based companies and Non-Governmental Organizations (NGOs).

Optionally, during school holidays (and for a fee):

- Discovery trips around a theme: for example, Oil & Banking Industries in Pointe-Noire – Congo. The trips combine companies visits and conferences with local business, political and NGOs figures.



# Programs: Bachelor Year 1

HOURS OF INSTRUCTION:  
ECTS\* CREDITS:

504H  
60

## Management

114h

## Accounting & Finance

117h

## General Knowledge & Languages

108h

## Marketing & Communication

117h

## Evaluations

48h

### CODE

### HOURS

MGTBA1E	Sociology - Introduction	18
MGTBA2E	Business Law	39
MGTBA3E	Introduction to Management	18
MGTBA4E	Project Management	30
MGTBA5E	Learning Expedition	9
GESBA1E	International Accounting	36
GESBA2E	Financial Analysis Introduction	12
GESBA3E	Cash Management	18
GESBA4E	Statistics & Financial Maths	18
GESBA5E	Economics	24
GESBA6E	Learning Expedition	9
CULBA1E	Geography	12
CULBA2E	Contemporary Issues Analysis	21
CULBA3E	Political Sciences	12
CULBA4E	Social Anthropology	18
CULBA5E	Business French or English	45
MKGBA1E	Marketing - Introduction	30
MKGBA2E	Communication - Introduction	30
MKGBA3E	Social Media	24
MKGBA4E	International Business	24
MKGBA5E	Learning Expedition	9
EVALBA1E	Half Term Exams	
EVALBA1E	Final Exams	

\*European Credits Transfer System



# Programs: Bachelor Year 2

HOURS OF INSTRUCTION:  
ECTS\* CREDITS:

528H  
60

## Management

129h

## Accounting & Finance

117h

## General Knowledge & Languages

117h

## Marketing & Communication

117h

## Evaluations

48h

### CODE

### HOURS

MGTBA6E	Intercultural Management	18
MGTBA7E	HR	18
MGTBA8E	Social Law - Introduction	24
MGTBA9E	Negotiation	24
MGTBA10E	Supply Chain Management	12
MGTBA11E	Project Management	12
MGTBA12E	Management – Level 2	12
MGTBA13E	Learning Expedition	9
GESBA7E	Accounting	36
GESBA8E	Financial Analysis	30
GESBA9E	Statistics	24
GESBA10E	Micro & Macro Economics	18
GESBA11E	Learning Expedition	9
CULBA6E	Social Anthropology	12
CULBA7E	Introduction to Geopolitics	12
CULBA8E	European Institutions	18
CULBA12E	International Affairs	18
CULBA13E	Methodology	12
CULBA14E	Business French or English	45
MKGBA6E	Marketing	24
MKGBA7E	Consumer Marketing	12
MKGBA8E	International Business	18
MKGBA9E	Communications	36
MKGBA10E	Digital Strategy	18
MKGBA11E	Learning Expedition	9
EVALBA3E	Mid-term Exams	24
EVALBA4E	Final Exams	24

\*European Credits Transfer System



# Programs: Bachelor Year 3

## Core Curriculum

HOURS OF INSTRUCTION:  
ECTS\* CREDITS:

464H  
60

### Management

96h

#### CODE

#### HOURS

CODE		HOURS
MGTBA14E	Team Management	24
MGTBA15E	Strategy	12
MGTBA16E	Information Management	16
MGTBA17E	Intercultural Management	12
MGTBA18E	Quality Management	8
MGTBA19E	Innovation Management	12
MGTBA20E	Commercial Law	12
GESBA11E	Asset management	12
GESBA12E	Taxation	12
GESBA13E	Corporate Finance	12
GESBA14E	International Finance	12
GESBA15E	Entrepreneurship	12
GESBA16E	Financial Analysis	12
CULMA15E	Economic Intelligence	8
CULMA16E	Speaking with Confidence	8
CULMA17E	Business Ethics	8
CULMA18E	Geopolitics – Level 2	12
CULMA19E	Epistemology	32
CULMA20E	Business French or English	36
CULMA21E	Project Management	24
MKGBA12E	Marketing Mix	16
MKGBA13E	Digital Marketing	12
MKGBA14E	Market Research	12
MKGBA15E	Brand Management	12
MKGBA16E	Persuading technics	8
MKGBA17E	IP	12
EVALBA3E	Mid-term Exams	24
EVALBA4E	Final Exams	24
EVALBA5E	Memoir Presentation	-

### Finance & Accounting

72h

### General Knowledge & Languages

128h

### Marketing & Communication

72h

### Evaluations

48h

## Major

### Finance

48h

#### CODE

#### HOURS

CODE		HOURS
GESBA17E	Investments	8
GESBA18E	Financing	8
GESBA19E	Derivatives	8
GESBA20E	Short-Term Financial Management	8
GESBA21E	Mergers & Acquisitions	8
GESBA22E	Finance essential (HBSP)	8

### Marketing-Communication-Digital

48h

CODE		HOURS
MKGMA18E	Corporate Communication	8
MKGMA19E	Communication Plan	12
MKGMA20E	Strategic Marketing	12
MKGMA21E	Digital Marketing	8
MKGMA22E	Marketing essentials (HBSP)	8

### International Affairs & NGOs

48h

CODE		HOURS
HUMBA1E	NGOs Law	8
HUMBA2E	Fundraising Techniques	8
HUMBA3E	Delivering during Armed Conflicts	8
HUMBA4E	Geopolitics	8
HUMBA5E	International Cooperation & NGOs Players	8
HUMBA6E	Global Collaboration (HBSP)	8

\*European Credits Transfer System



# Admissions

IMSG is seeking students who are looking beyond a qualification, students who are looking holistically at their academic, professional and personal development at our school. We have a structured selection process where our goal is to identify students who can succeed in all these aspects.

## 1 YOUR APPLICATION FILE SHOULD INCLUDE THE FOLLOWING:

- Application form
- Two Passport photographs
- CV
- Copy of your Passport or ID card
- Motivation letter
- Academic Transcripts/Latest exam marks
- Proof of English proficiency: TOEFL/IELTS official score report (if applicable)

## 2 APPLICATION STATUS

Our admission team will notify you within a week on the eligibility of your application.

## 3 INTERVIEW

Short-listed candidates will have to take an interview with a member of our admission team/management. This could be conducted on campus, on locations abroad and/or by skype/wechat/... We will mainly assess your motivations and your willingness to learn and progress.

## 4 ADMISSION DECISION

We will inform you within one week of the interview on our decision regarding your admission.

## 5 SECURE YOUR ADMISSION

Successful candidate are requested to pay a non-refundable one time admission fee of CHF 990 and the first term fee.

## 6 VISA

If you need a student visa: Once we have received your non-refundable admission fee payment, we will send you the admission letter that will allow you to process with the Visa request. This generally takes up to 2 months, so make sure you give yourself sufficient time when applying.

## 7 FULL ACCEPTANCE

Upon receipt of your payment confirmation, and your student Visa, we will send you a full acceptance letter which confirms your admission.

# Faculty

## Strategy, Management & HR



- **PR. PASCAL LARDELLIER**

Professor Lardellier specializes in Behavioral Marketing. He has published several books and articles. His work questions the new forms of social links and the status of relationships on social networks.



- **PR. ALAIN LEMPEREUR**

Mediator and negotiation expert, Alain Lempereur is an Affiliated Faculty and Executive Committee Member of the Program on Negotiation (PON) at Harvard Law School. He is the chair of the scientific committee of the Humanitarian Negotiation Exchange (HNx), a project of the International Committee of the Red Cross and of the Harvard Kennedy School's Future of Diplomacy Project. He is currently a Professor at Brandeis University, Boston.



- **PR. ANNIE CORNET**

Professor at HEC-ULg, Liège University (Belgium), teaches in Human Ressources , Annie Cornet created and leads a research lab on Genders & Diversity in Management.



- **PR. YVON PESQUEUX**

Professor of Management, Yvon PESQUEUX works in France (CNAM) and in numerous countries in Africa. Main courses taught: Business and Society, Organization Behavior.



- **DR. YVES ENREGLE**

Yves Enrègle is Professor of Strategy. He holds a DBA from Harvard, studied at ESSEC Business School and he is also a psychoanalyst. He is the co-founder of France largest group of Secondary Schools, and President of Propedia, a leading research lab in Human Resources.



- **M. PHILIPPE PACHE**

Trained as a psychologist, Philippe Pache teaches Personal Development and is a Coach in Career Development and in Recruitment. He works for private companies in Switzerland and Academic Organisations worldwide (HEC Paris, Université de Genève, Cheung Kong University Beijing, etc).

36

TEACHERS

5

UNIVERSITY  
PROFESSORS

9

DOCTORS

6

PROFESSIONALS  
CONDUCTING  
RESEARCH

16

PROFESSIONALS

## Marketing, Digital Communications & Innovation

- **DR. JULIEN INTARTAGLIA**



Professor of Advertising & Marketing, Dr Intartaglia works on Neurosciences & Persuasion Techniques in Sales and Advertising. He does research in Information & Management Institute of HEG Arc (Switzerland). He has published numerous books and articles on Advertisement & Persuasion Techniques. He also works as a consultant for private companies.

- **DR. ARNAUD DELANNOY**



Professor of marketing, Dr Arnaud DELANNOY specializes in Luxury and Branding. He teaches in numerous universities and business schools, and has a strong experience in teaching in Africa. He is in charge of tutoring the memoirs of IMSG's Bachelors & Masters students.

- **DR. MARIANA ALBA**



Dr. Mariana Alba, a communications, public relations, advertising, and corporate social responsibility and ethics scholar, was educated in Buenos Aires and Madrid. She was a public relations officer with the International Air Transport Association (IATA), successively in Madrid, Montreal and Geneva. Her professional experience also includes advocacy as part the Globethics Foundation's programme on business ethics.

- **M. BORIS ALONSO**



Boris Alonso teaches Digital Strategy. He is the Founder & CEO of Habefast Group ([www.habefast.ch](http://www.habefast.ch)). He studied in Tongji University (China) and Kedge Business School. He is lobbying on creating a unique digital identity for students.

- **Mrs. NATHALIE ROBERT**



Digital Marketing & CRM teacher, Nathalie Robert has worked in the private sector in Hong Kong, Paris & Singapore. She holds a Master's in Marketing and teaches at several educational institutions in Lausanne, Geneva & Paris.

## Law, Finance



- **DR. SHIWEI WU**

Shiwei Wu is an expert in China-Europe exchanges and business, which he is teaching in French or Cantonese. He is working on bridging the educational gaps between Europe & China and helps educational partners to create profitable exchanges. He is also a lobbyist who understands the multicultural aspects of the Chinese and numerous European cultures.



- **Mrs. FRÉDÉRIQUE PROTIN**

Professor of International Law, Frédérique Protin also works for Grant Management, a Geneva based NGO that fights against epidemiological risks across the world. Strong focus on asset and export finance. Experience in corporate law and m&a. Exposure to private equity transactions. Specialties: Asset and project Finance ; Export Finance ; Real Estate Finance ; Acquisition Finance.



- **DR. PATRICK NAEF**

Patrick Naef holds a PhD in cultural geography from the University of Geneva. He was previously a postdoctoral scholar in the Department of Anthropology at the University of California, Berkeley. His main areas of research are around memory and violence. His research in Eastern Europe, South America and South-East Asia has led him to examine notions such as identity, tourism, war, genocide, nationalism and representation.

## Economical Intelligence & Geopolitics



- **M. GILLES-EMMANUEL JACQUET**

Gilles-Emmanuel Jacquet holds Master degrees in Political Science from the University of Geneva and in European Studies from the European Institute of the University of Geneva. Mr. Jacquet specializes in History, International Relations and Geopolitics. His research includes: armed conflicts, terrorism, religious and political radicalism, ethnolinguistic and cultural issues as well as the treatment of religious and ethnic minorities.



- **M. PATRICE SAM**

Patrice Sam teaches Business Ethics. He works for international NGOs (UN, World Intellectual Property Organization) on programs against corruption and was previously an auditor for UNESCO and the Asian Development Bank.

# Entrepreneurship



- **M. LAURENT BIOUSSE**

Professor of Entrepreneurship, Laurent Biousse is a director and co-founder of Aeronautics Fund, a mutual fund specializing in commercial aircraft, engines and spare parts trading. Laurent has more than 20 years experience in asset management. Laurent is an associate member of CISI, the Chartered Institute for Securities and Investment (London) and a member of ISTAT, the International Society of Transport Aircraft Trading (Chicago).



- **Mrs. AURORE BUI**

Aurore Bui, Founder & Director of Softweb ([www.yoursoftweb.org](http://www.yoursoftweb.org)), is teaching Social Innovation & Economical Autonomy for Women. She holds a diploma from Kings' College London, a MBA International Organisations Management (IOMBA) from Geneva University and is a member of the Swiss Committee of UN Women.



- **M. PATRICK THILL**

Junior Lecturer in Ireland (University College of Galway), Patrick THILL led a group of Business Schools (Weller) for 9 years, and then became HR Director of Lybertysurf-Tiscali & Dell Southern Europe. He then led a French private group of schools in Paris, Lyon, Toulouse, Dublin, Shanghai & Casablanca. Today, he helps & tutors start-ups within the Educational sector.



- **M. CHRISTIAN PIRKER**

Professor of negotiation, lawyer & holds a diploma of the prestigious Art School of the Louvres Museum in Paris. He also created an incubator in Geneva.



- **PR. SUNG-DO KIM**

Koryo University, Séoul, Professor Sung-Do Kim teaches Intercultural Management.

# Why Study in Switzerland?

## • A GLOBAL LEADING ECONOMY

Switzerland is the most competitive economy in the world, according to the World Economic Forum Global Competitiveness Report 2015-2016: «*The country's most notable strengths are related to innovation and labour market efficiency, as well as the sophistication of its business sector.*» Many large multinational corporations such as Nestlé, Novartis, Rolex and ABB have their headquarters in Switzerland. The thriving, financial sector, including international banking and insurance (UBS, Crédit Suisse, and many other Private Banking institutions), also play an important role, contributing approximately 10% of the GDP. Switzerland also has a strong export economy driven by pharmaceuticals/chemicals, engineering, electronics and precision instruments, including many world leading premium watch brands. "Brainforce" is also highly valued, and Switzerland ranks second place, only to Singapore, in Education and is the number one on "on-the-job-training" location for students.

## • A MULTILINGUAL, INTERNATIONAL COUNTRY

Switzerland is a multilingual country, as seen by its adoption of four national languages. Whilst English isn't one of those, most locals speak good English and embrace global culture. There's no better place to develop foreign language skills for business thanks to the endless opportunities to practice in a language rich environment. There are also lots of opportunities to learn non-Swiss languages due to the breadth and depth of the international student and working population. Students come from all over the world to study in Switzerland, promoting the development of a rare international perspective. The International Olympic Committee, the Red Cross and the World Economic Forum are just a few of the global organizations located in Switzerland. Additionally, the cross-cultural management skills fostered in this global setting are key assets in the 21st century workplace.

## • STUDYING BUSINESS AND WORKING IN SWITZERLAND

Switzerland is home to some of the world's best business minds -particularly in the fields of hospitality, banking, pharmaceuticals and chemicals- making it a premiere venue to learn and work. The country is committed to investing in both education and research and boast 15 Fortune 500 companies headquartered in Switzerland.

## • STUDYING IN GENEVA

Our location, Campus Biotech, is a brand new, modern building, featuring the latest technology to support business education. It hosts a diverse group of educational institutions, research institutes & start-up companies. It is easily accessible by bus and tramway (15 minutes from the main train station and the international airport) and is set in a beautiful park near the Lemman Lake. Geneva is a truly international city with 300 international Non-Governmental Organizations such as the United Nations, the World Health Organization (WHO) and the International Labor Organization (ILO). It's a multicultural city with a high quality of life and a wide variety of social activities. Geneva is an extremely safe place to live, study and work in.

# Fee Bachelor

PAYMENT METHOD (B1 ET B2)	TOTAL AMOUNT/YEAR	ADVANCE PAYMENT	TERMS	AMOUNT
GLOBAL PAYMENT	CHF 18'900	-	-	-
PAYMENT - 4 TERMS	CHF 19'845	CHF 3'600	3	5'415 CHF
PAYMENT - 10 TERMS	CHF 20'790	CHF 3'600	10	1'719 CHF

PAYMENT METHOD (B3)	TOTAL AMOUNT/YEAR	ADVANCE PAYMENT	TERMS	AMOUNT
GLOBAL PAYMENT	CHF 20'900	-	-	-
PAYMENT - 4 TERMS	CHF 21'945	CHF 3'750	3	CHF 6'065
PAYMENT - 10 TERMS	CHF 22'990	CHF 3'750	10	CHF 1'924





▶ **Campus**

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1202 GENEVE

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