



**Geneva
Business School**®
Real Business. Responsible Leaders.



SHAPE YOUR FUTURE

Apply Now



SWISS QUALITY EDUCATION
INTERNATIONAL NETWORK
PERSONALIZED MENTORING

Our Campuses

- ▶ Geneva
- ▶ Barcelona
- ▶ Madrid
- ▶ Online



Real Business. Responsible Leaders.

A 21st-century Swiss education institution contributing to a sustainable society.

Geneva Business School is an international business school with campuses in **Geneva, Barcelona, Madrid, and Online.**

We offer students a practical business education that prepares them to make an immediate impact as they begin their careers.

WHAT MAKES US UNIQUE?



Faculty are industry professionals



Diverse students, diverse perspectives



Project-based learning



Education for 21st-century business



Close-knit student community



International campus network



Industry events and networking



International programs 100% in English



L'Institut de Formation de Gestionnaire de Patrimoine (IFGP) is established

1995

The University of Finance created, providing education in international banking and finance

2001

University of Finance acquires Geneva Business Institute, forming Business & Management University

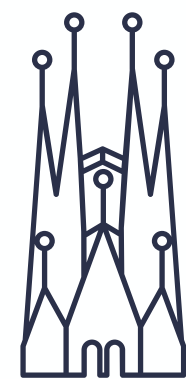
2003

Name changed to Geneva Business School to reflect our emphasis on practical business education

2009

OUR HISTORY

2012

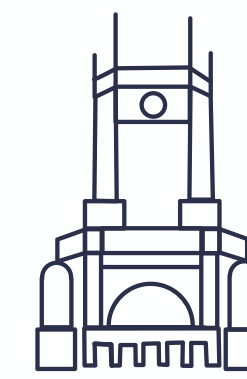


Barcelona campus opens

2017

Geneva moves to new campus opposite UN with student access to the library

2018



Madrid campus opens

2020

Barcelona and Madrid both move to new campuses

Geneva Business School ranked **59th Best Business School in the World** by *CEOWORLD Magazine*



Geneva Business School®
Real Business. Responsible Leaders.





Geneva

Madrid

Barcelona

INTERNATIONAL EDUCATION FOR THE GLOBAL MARKETPLACE

A DIVERSE CAMPUS NETWORK



Geneva

In Geneva's International Organizations district, opposite the UN



Barcelona

European innovation hub, world-class student city, vibrant sports scene



Madrid

Dynamic, entrepreneurial culture deeply involved in the startup ecosystem

3-year program
/ 6 semesters

BACHELOR OF INTERNATIONAL MANAGEMENT

Our Bachelor of International Management is the ideal place to begin your journey in business. You will learn theory with sector specialists and immediately put what you have learned into practise.

- State-of-the-art learning environment
- Two career days and active support in finding internships
- All materials covered in fees

	Geneva	Barcelona	Madrid
International Management	✓	✓	✓
Entrepreneurship	✓	✓	✓
International Finance	✓	✓	✓
Digital Marketing	✓	✓	✓
International Relations	✓	✓	✓
Sports Management	✓	✓	✓

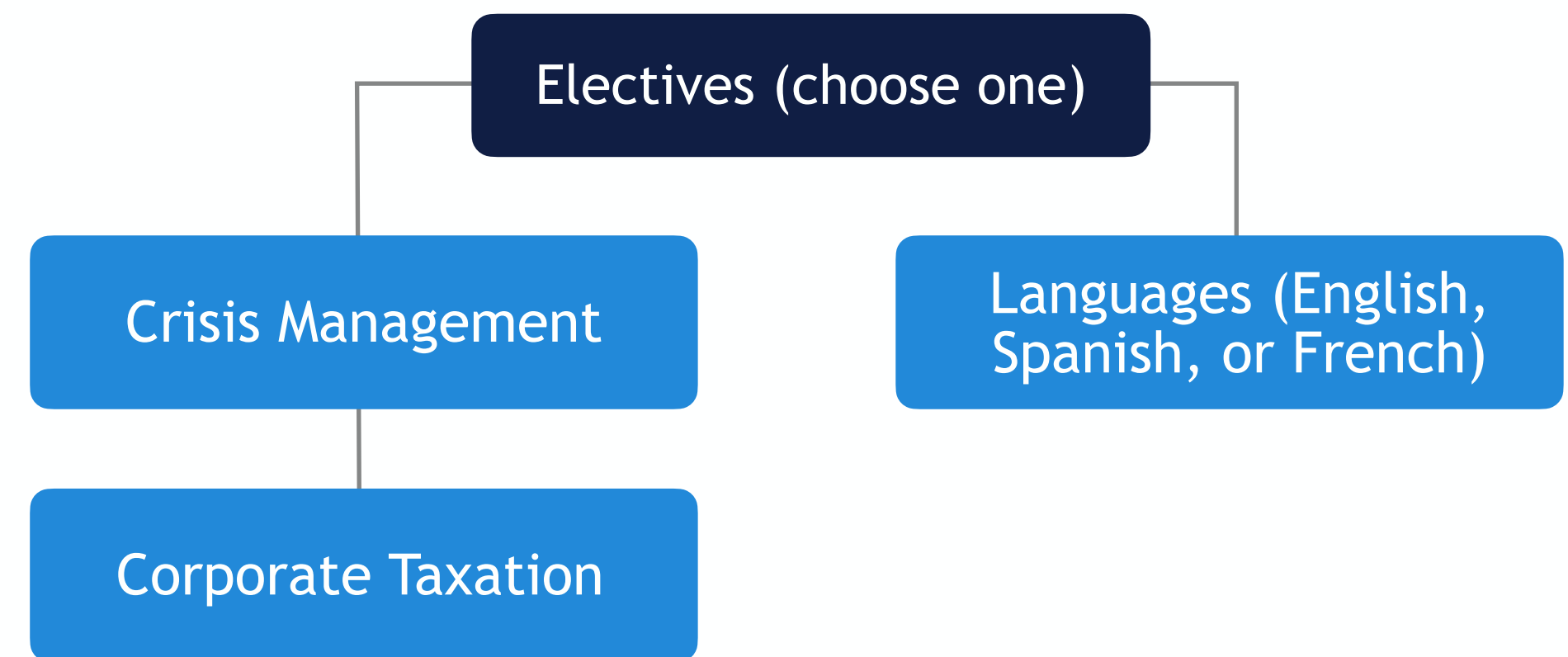
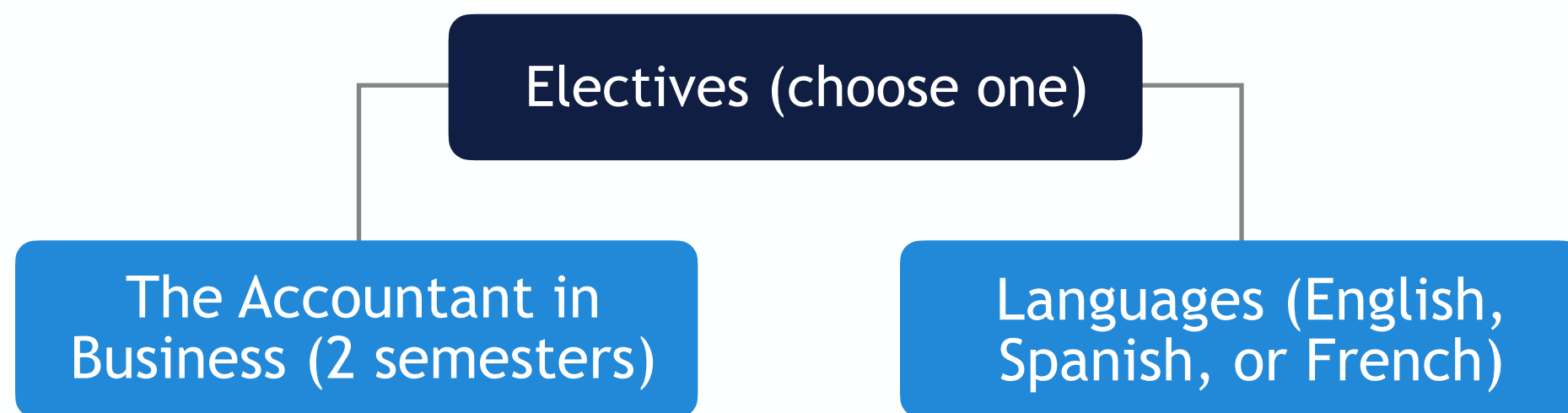
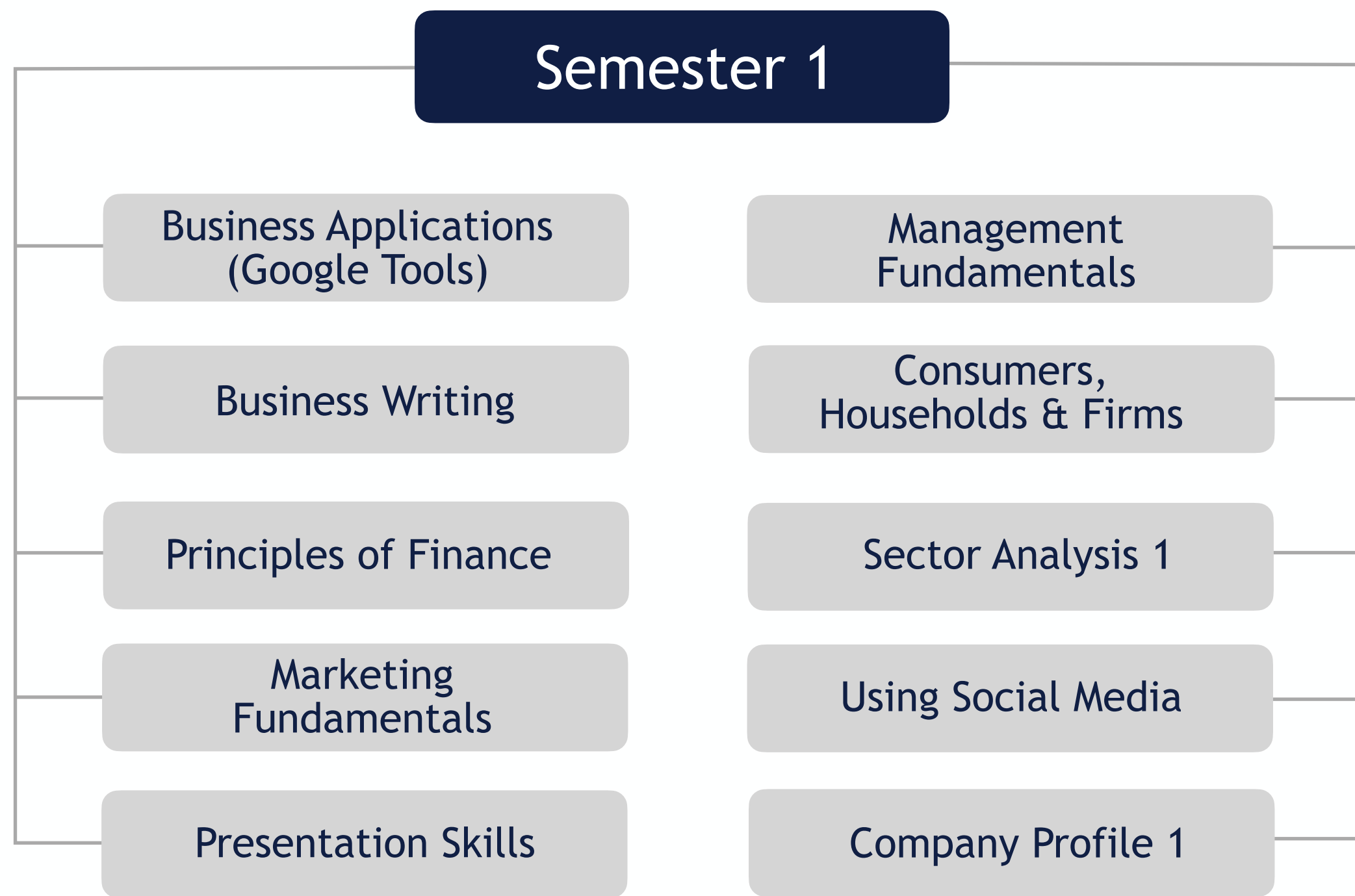
BACHELOR OF INTERNATIONAL MANAGEMENT (BIM)

STUDY PLAN 2020/2021



These study plans are for indicative purposes only. Programs may vary on each Geneva Business School campus. The availability of elective choices will vary from campus to campus and will depend on student numbers. The minimum number of ECTS credits required to graduate with a bachelor's degree is 180.

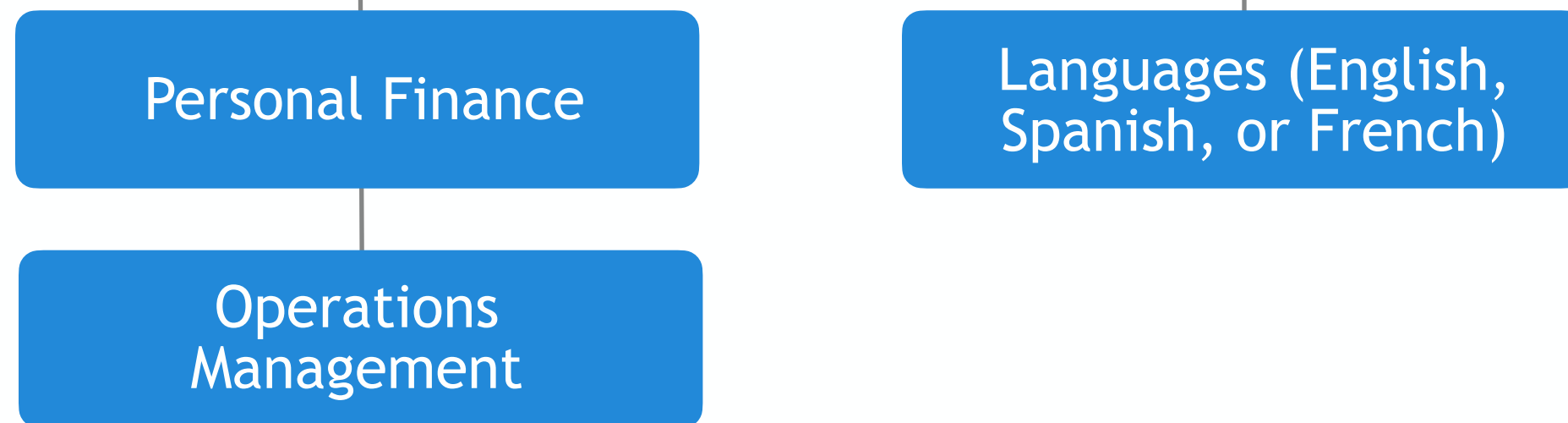




Semester 3



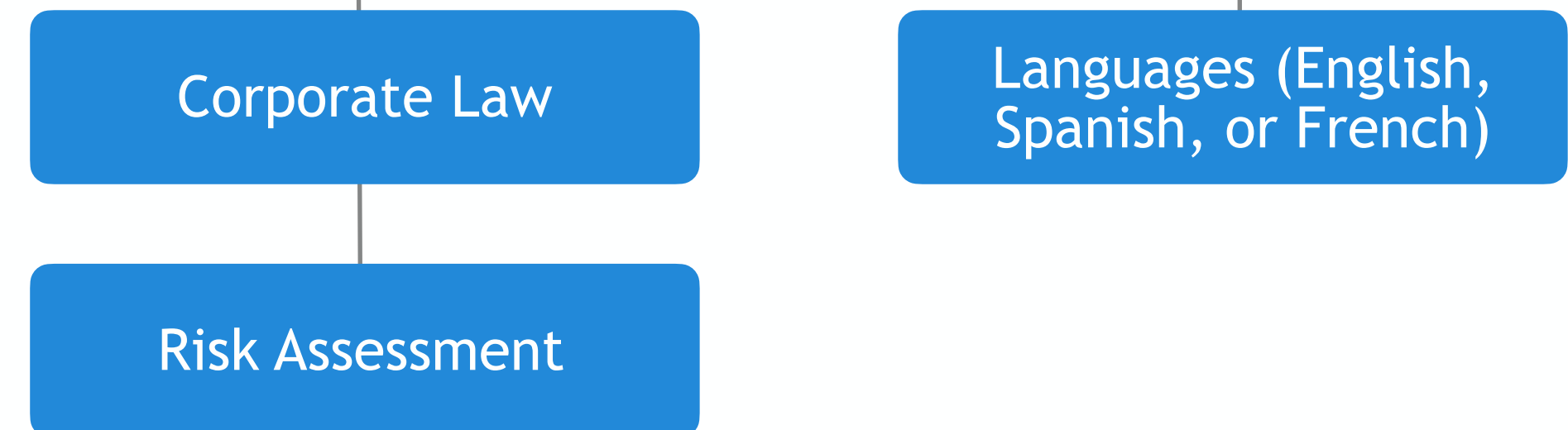
Electives (choose one)



Semester 4



Electives (choose one)



Semester 5



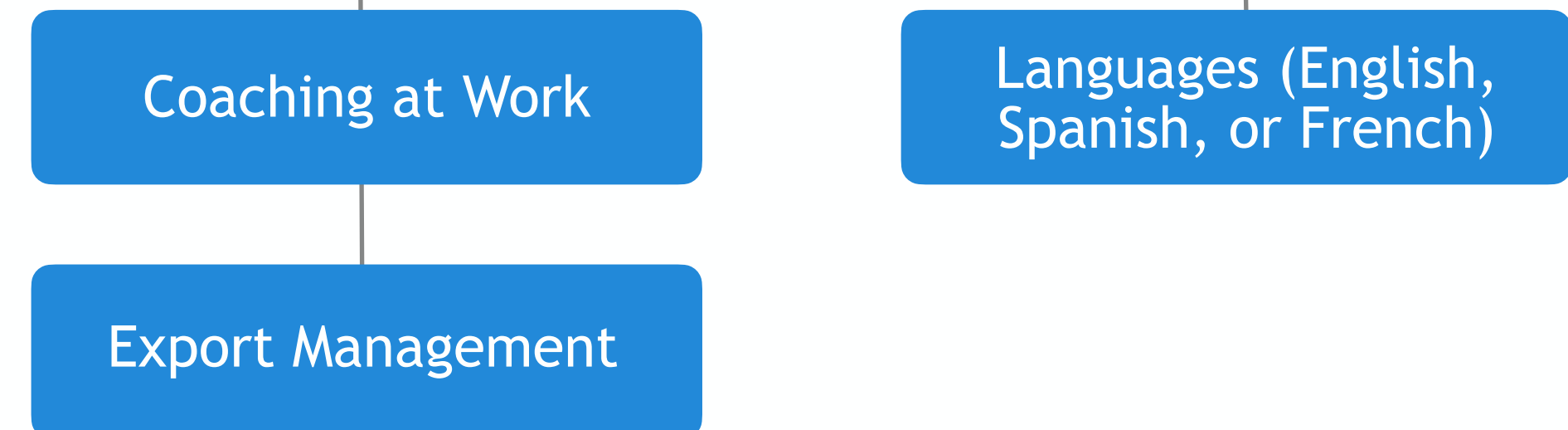
Electives (choose one)



Semester 6



Electives (choose one)



International Management

Sector Analysis Courses

1. Business Organizations
2. Organization Power and Politics
3. Family Business Management
4. Design Thinking
5. Disruptive Management and Leadership
6. The Connected Leader

Sector Specialization Courses

1. Managing a Remote Team
2. The Learning Organization
3. Managing and Financing Innovations
4. Agile Management
5. Performance Management
6. Multicultural Management

International Finance

Sector Analysis Courses

1. Financial Statement Analysis
2. Financial Management
3. Financial Markets and Instruments
4. Portfolio Management
5. Financial Software Tools
6. International Financial Crisis

Sector Specialization Courses

1. International Financial System
2. Managing and Financing Innovations
3. Startup Finance
4. Mathematics of Finance
5. Finance and Banking
6. Financial Modeling

Entrepreneurship

Sector Analysis Courses

1. Entrepreneurship & Intrapreneurship
2. The Business Plan
3. New Business Models
4. Social Entrepreneurship
5. Moving Business Online
6. Business Simulator

Sector Specialization Courses

1. Boosting Revenue with Social Media
2. Startup Finance
3. Managing & Financing Innovations
4. Disruptive Leadership & Management
5. Design Thinking
6. Analysis of Niche Market Opportunities

Sports Management

Sector Analysis Courses

1. Ethics and Professionalism in Sport
2. Fan Engagement
3. Athlete and Player Career Management
4. Digital Marketing in Sport
5. Stadium and Event Management
6. Financial Strategies in Sports

Sector Specialization Courses

1. Sports and Technology
2. Sports Psychology
3. Performance Management (Athletes & Players)
4. International Sports Organizations
5. The Business of Football
6. Sports Media

International Relations

Sector Analysis Courses

1. International Relations
2. Diplomacy and Business
3. Political Analysis
4. Intelligence Gathering
5. International Human Rights Law
6. International Crisis Management

Sector Specialization Courses

1. Geopolitics
2. Global Organizations
3. Multicultural Management
4. Natural Resource Conflict
5. Cyber Diplomacy
6. Understanding Global Events

Digital Marketing

Sector Analysis Courses

1. Web and Mobile Design and Usability
2. Understanding SEO
3. Digital Marketing Channels
4. Social Media and Virtual Communities in Business
5. UX Design
6. Digital Marketing Technologies

Sector Specialization Courses

1. Digital Revolution
2. Consumer Behaviour in the Online Environment
3. B2B and B2C Digital Marketing
4. Digital Marketing in The Sports Industry
5. Social Media Content Management
6. Pay-Per-Click Marketing

1.5 year program
/ 3 semesters

MASTER OF INTERNATIONAL MANAGEMENT

The Master of International Management is aimed at recent graduates who want to take their education to the next level. With two semesters on-campus and a third which can be done remotely, you learn with a dedicated mentor, to get a truly 21st-century business education.

- Personalized career guidance and mentoring
- Two-week intensive sessions on other campuses
- Two career days and active support in finding internships

International Management
International Finance
Digital Marketing
International Relations
Sports Management

GENEVA	BARCELONA
✓	✓
✓	✓
✓	✓
✓	✓
✓	✓

MASTER OF INTERNATIONAL MANAGEMENT (MIM)

STUDY PLAN 2020/2021



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Sector-specialization courses

International Management

1. Business Management Simulation
2. International Business Law
3. Strategic Digital Marketing
4. Competitive, Cooperative, and Corporate Strategy
5. Project Leadership
6. Creating New Markets

International Finance

1. Finance Business Simulation
2. Advanced Corporate Finance
3. Capital Budgeting
4. Portfolio and Wealth Management
5. Regulations and Compliance
6. Financing Startups

Sports Management

1. Sports Industry Management Simulation
2. The Global Sports Industry
3. Financial Management in the Sports Industry
4. Marketing, Media, and Sponsorship in the Sports Industry
5. New Technologies in the Sports Industry
6. Fan Relationships in the Sports Industry

Digital Marketing

1. Strategic Digital Marketing Simulation
2. Digital Economy Overview
3. B2B and B2C Strategies
4. Inbound and Outbound Marketing
5. Connected Commerce
6. Data-driven Digital Marketing Strategies



International Relations

1. International Relations Case Study
2. Management of International Organizations and NGOs
3. Strategic Cross-Cultural Communication
4. Strategies in International Relations Management
5. International Crisis Management
6. Geopolitics and World Business

MASTER OF BUSINESS ADMINISTRATION



CAMPUS
Geneva



PROGRAM
MBA



LANGUAGE
100% in English



FACULTY
Industry Experts



INTAKE
February
September

CAREER OPTIONS

- General Manager
- International Sales and Marketing Manager
- Global Account Manager
- Management Analyst
- Chief Executive
- Entrepreneur
- Business Analyst
- Director of International Management
- Business Development Coordinator
- International Brand Manager
- Management Consultant

FACTS

- **Duration:** 1.5 years / 3 semesters
- **Evening Learning:** Yes
- **Credits:** 90 ECTS
- **Language:** English
- **Intakes:** September & February
- **Degree Awarded:** Master of Business Administration
- **Internships:** We offer support and guidance for internships and business ventures as part of our mission to prepare students for the world of work.
- **Location:** Geneva Campus

MASTER OF BUSINESS ADMINISTRATION (MBA)

STUDY PLAN 2020/2021

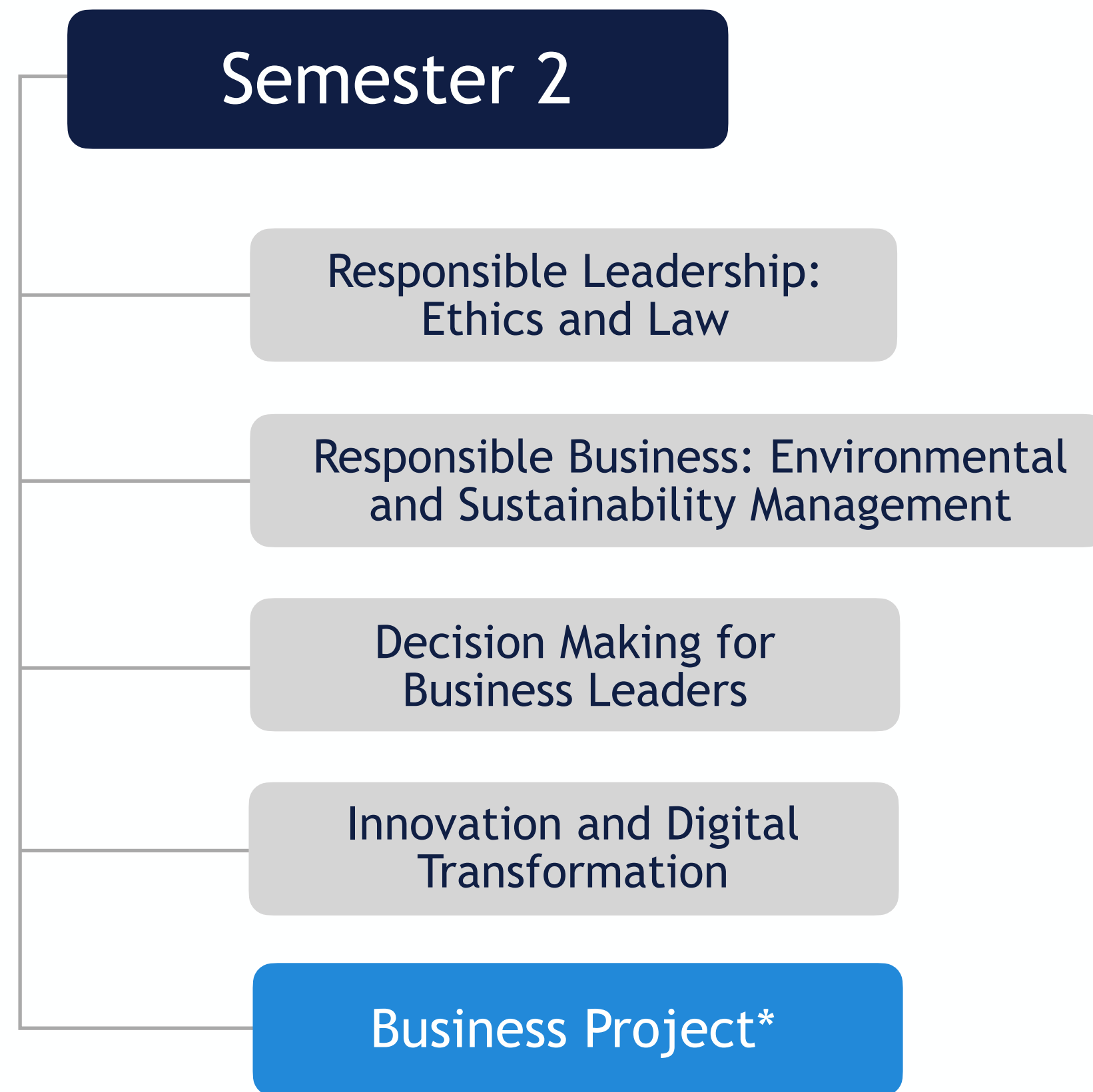


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*Students choose options that are useful for their final project or that they are interested in.



*Students will be led by their dedicated mentor who will help them tailor their program to fit with their final project.



Sector courses

International Management

1. Business Management Simulation
2. International Business Law
3. Strategic Digital Marketing

Sports Industry Management

1. Sports Industry Management Simulation
2. The Global Sports Industry
3. Financial Management in the Sports Industry

International Finance

1. Finance Business Simulation
2. Advanced Corporate Finance
3. Capital Budgeting

Strategic Digital Marketing

1. Strategic Digital Marketing Simulation
2. Digital Economy Overview
3. B2B And B2C Strategies

Additional Courses (Choose one)

1. Managing Strategic Communications Ecosystems
2. Business Finance & Accounting



**Geneva
Business School®**
Real Business. Responsible Leaders.

INTERNATIONAL EXECUTIVE MBA

Online Program

- No visa requirements
- Two weeks on campus per semester
- Fully tailored to your needs

The International Executive Master of Business Administration is a tailor-made program for intrapreneurs to focus on a specific career objective. You will study online with dedicated sector specialists and will attend two intensive on-campus weeks with networking experience and personal guidance, as well as introductory courses to successfully kick-off your project.



CAMPUS:
Online



DURATION:
1.5 year program /
3 semesters



PROFESSORS:
Industry Experts



LANGUAGE:
100% in English



INTAKE:
September
February

INTERNATIONAL EXECUTIVE MBA (IEMBA ONLINE)

STUDY PLAN 2020/2021



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Sector-specialization courses

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Digital Marketing

1. Strategic Digital Marketing Simulation
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3. B2B And B2C Strategies
4. Inbound and Outbound Marketing
5. Connected Commerce
6. Data-driven Digital Marketing Strategies

Additional courses

1. Managing Strategic Communications Ecosystems
2. Business Finance & Accounting
3. Entrepreneurship for Social Impact
4. Supply Chain and Logistics Management

The work with the student's dedicated mentor will ensure that the entire experience is tailored to the successful completion of the student's final project.



3-year program
/ 9 terms

CONTINUED LEARNING

DOCTOR OF BUSINESS ADMINISTRATION (ONLINE)

Our DBA focuses on using research to explore new paths in the world of business.

The primary goal of the DBA is to make a direct contribution to the practice of business management, policy, or strategy.

OUR PROFESSIONAL FACULTY



Fiorenzo Manganiello

Blockchain and Bitcoin expert,
Ambassador for Global
Business Blockchain Council

**Professor of Cryptocurrency
& Blockchain Technologies**



Julie Vinnai

Global Business
Growth Strategist

**Professor of Organizational Behavior,
Operations Management
& Business Ethics**



Dag Flachet

CGO CODIFIC,
Investor

**Professor of Entrepreneurship
& Leadership**



Follow our Faculty!

PROFESSIONAL NETWORK, FLEXIBLE CLASSROOMS



We bring real world opportunities to the classroom and our classroom into the real world.

CODIFIC

PARTNERSHIP

Codific is a software engineering firm whose promising software engineering interns team up with Geneva Business School students to build digital products and launch projects.



Dag Flachet
CGO Codific, Investor
Professor of Entrepreneurship & Leadership

SUCCESS STORIES

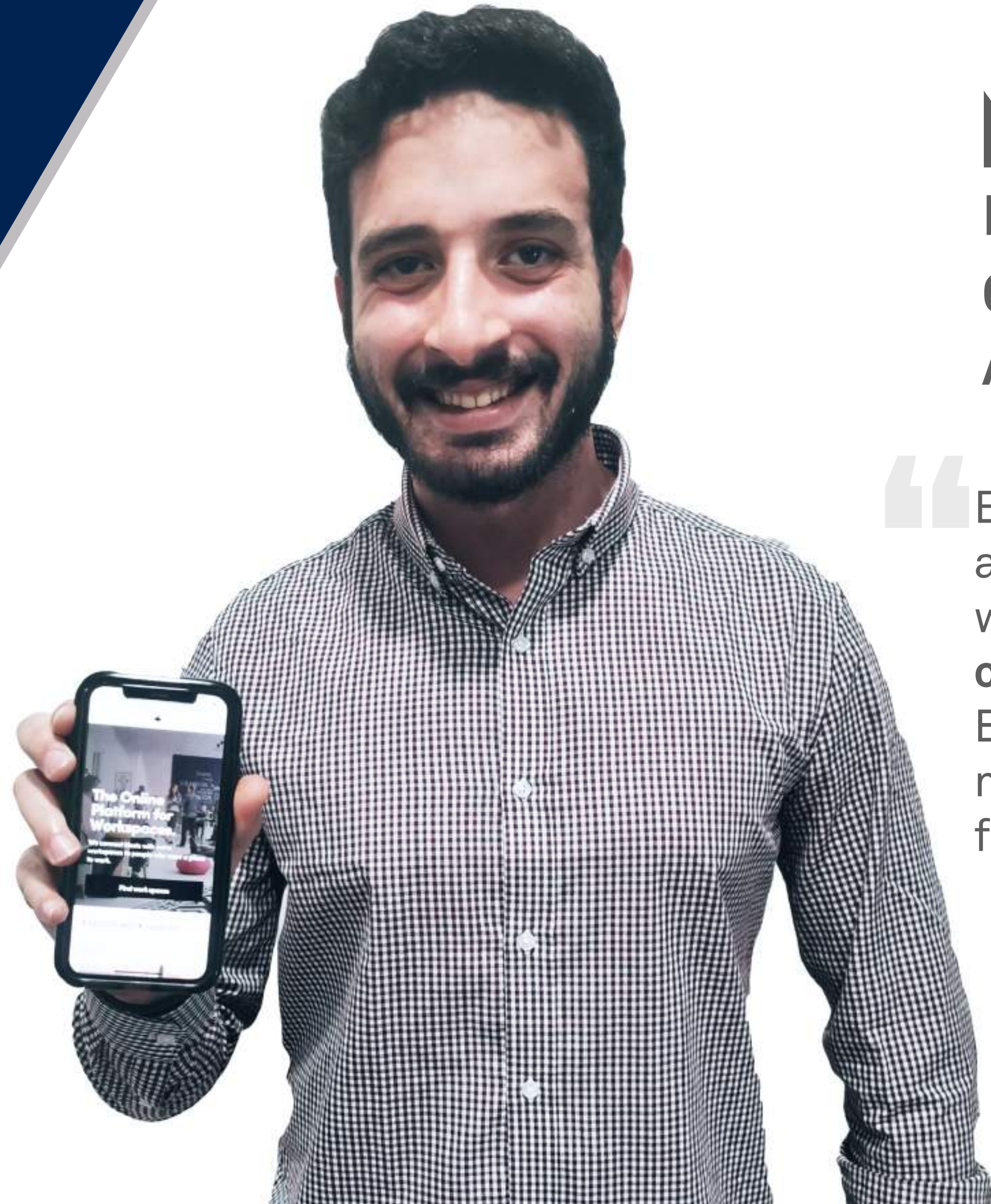


AMY WANDAY

Kenyan

CEO African Sports Network

Current Bachelor's Student



MOHAMMAD EL SARRAG

Egyptian

CEO Hotdesk

Alumnus (2019)

“Building authentic and deep **connections** with **colleagues** and **faculty** members from different countries around the world has enabled me to **expand** my business to **16 different cities** across four different continents. Even post graduation, **Geneva Business School** is providing me with incredible **support**, which has only helped me to further **succeed in my life** and to **empower my business.**”



ALEXANDER VASILIEVICH

Russian

CMO and Co-founder Power2Impact

Current student (2020)



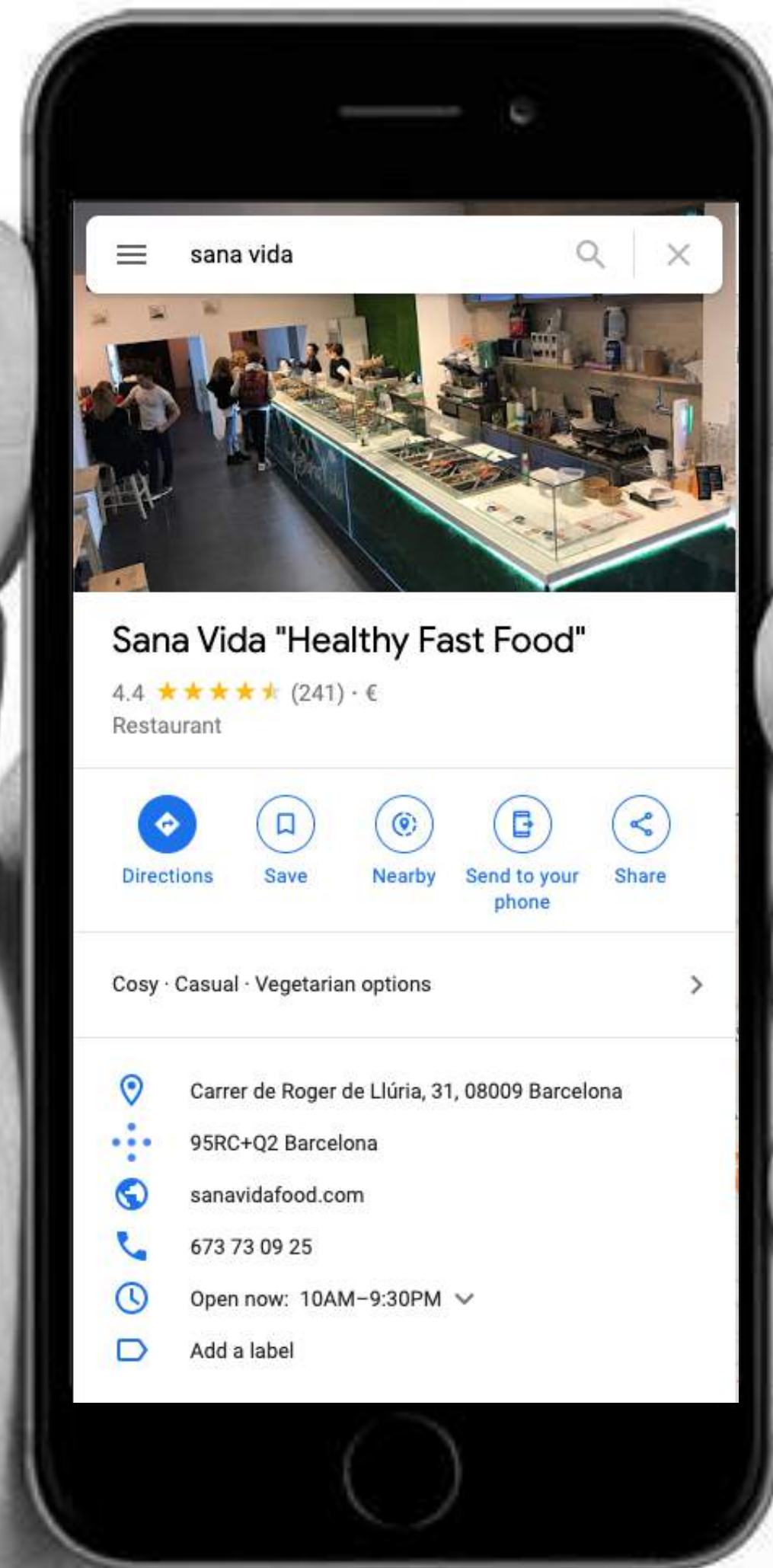


MAHMOUD HAGAS

Egyptian

Founder Sana Vida Restaurants

Alumnus (2019)



Not only when it comes to your future and just working in general but I think especially at **Geneva Business School**, for **entrepreneurship**, for people who want to go their own way, for people who have **ideas** and want **to explore** new things, I think there's no better place in Barcelona.”



AINIS VISOKINSKAS JUSTAS BERZINSKAS

Lithuanian

Co-founders of Kloogo

Current Bachelor students (2020)

Guided by Professor Dag Flachet, Kloogo successfully launched a Kickstarter campaign to fund their application to match-make entrepreneurs with talent for new startups.



BUSINESS EVENTS



BUSINESS **HUNTERS**

Business Hunters is an innovative end-of-semester event designed to showcase startup ideas that have been worked on throughout the semester.

Based on the model of the BBC's Dragon's Den, the event gives students experience in presenting a business idea to a panel of external judges.



BUSINESS HUNTERS

GENEVA BUSINESS SCHOOL
KICKSTARTER FUND

DATE 24/01/2020

1 2 3 4 7 8 5 9 1 2 8 6 5 4 3 1 2 3

TEAM

QUION

€600

CAMPUS DIRE

A group of approximately ten young adults are sitting in a circle on blue chairs in a bright room. In the background, a large world map is mounted on the wall. The scene is overlaid with a semi-transparent white filter.

INDUSTRY INSIGHTS



Interactive on-campus conferences with expert guest speakers.

FEES

Program	Administration Fee		Tuition Per Semester/Term	
	Switzerland	Spain	Switzerland	Spain
 Bachelor's 3 year program / 6 semesters	CHF 3,000	EUR 1,900	CHF 12,450 Per semester	EUR 6,950 Per semester
 Master's 1.5 year program / 3 semesters	CHF 3,000	EUR 1,900	CHF 10,250 Per semester	EUR 5,450 Per semester
 MBA 1.5 year program / 3 semesters	CHF 3,000		CHF 12,950 Per semester	
Online Programs	Online		Online	
 IEMBA (Online) 1.5 year program / 3 semesters		EUR 1,900	EUR 9,960 Per semester	
 Doctorate (Online) 3 year program / 9 terms		EUR 1,900	EUR 3,900 Per term	

QUALITY EDUCATION

Accreditations



Partnerships



Memberships



WORLD RANKINGS

Geneva Business School is ranked 59th out of the world's top 100 business schools, according to *CEOWORLD Magazine*.

We were awarded 3 Palmes of Excellence from Eduniversal International Scientific Committee, upon entering their global ranking of top business schools.

The website Studying in Switzerland placed us 7th in the top 10 Best Business Schools in Switzerland in 2019.



eduniversal
BUSINESS SCHOOLS
RANKING



Study in
Switzerland

YOUR FUTURE STARTS TODAY

Invest in your future.

Geneva Business School welcomes highly motivated individuals who wish to acquire the theoretical knowledge and practical skills necessary to successfully and rapidly integrate into the international job market.

If you aim to be a responsible leader of the future, we're looking for you.

[Apply Now](#)

25 1995-2020
YEARS

**Geneva
Business School®**
Real Business. Responsible Leaders.

THANK YOU!