

MASTER OF INTERNATIONAL MANAGEMENT (MIM)



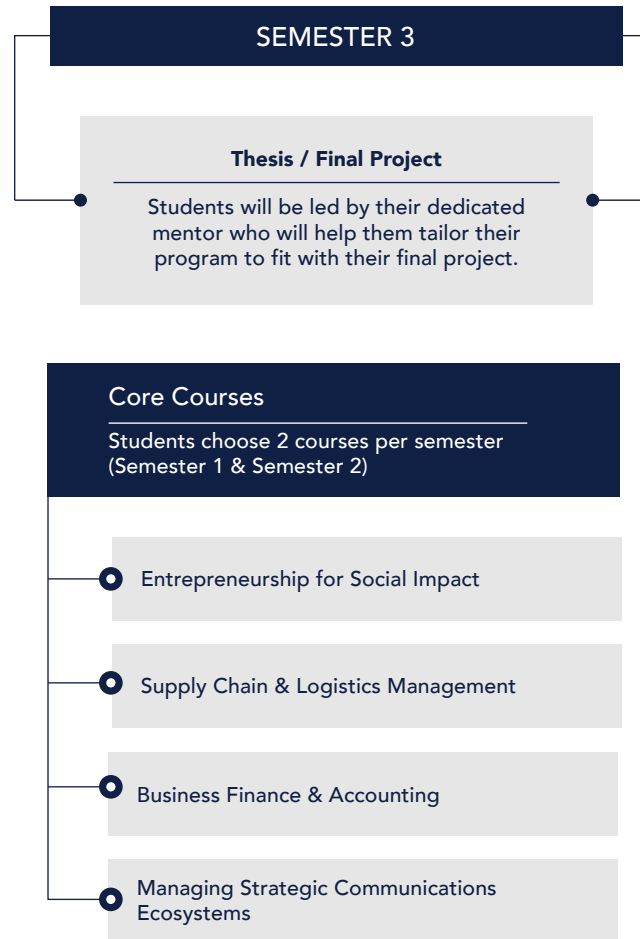
STUDY PLAN

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 master's degree is 90.



SEMESTER 1 - 3



SPECIALIZATION

International Management

- Creating New Markets
- Business Management Simulation
- International Business Law
- Geopolitics & World Business
- Project Leadership
- Competitive, Cooperative & Corporate Strategy

International Relations

- International Relations Case Study
- Strategies in international Relations
- Strategic Cross-Cultural Communication
- Geopolitics & World Business
- Project Leadership
- Management of International Organizations & NGOs

International Finance

- Regulations & Compliance
- Finance Business Simulation
- Capital Budgeting
- Portfolio & Wealth Management
- Advanced Corporate Finance
- Financing Start-Ups

Digital Marketing

- B2B & B2C Strategies
- Digital Economy Overview
- Strategic Digital Marketing
- Connected Commerce
- Inbound & Outbound Marketing
- Marketing, Media & Sponsorship in the Sports Industry

Sports Management

- The Global Sports Industry
- Sports Industry Management Simulation
- Financial Management in the Sports Industry
- Marketing, Media & Sponsorship in the Sports Industry

FIND OUT MORE

MASTER OF INTERNATIONAL MANAGEMENT (MIM)