



Press Release 23 June 2020

Geneva Business School launches an International Executive MBA this September!

The **International Executive MBA** (IEMBA) at Geneva Business School is a new format of MBA that allows you to choose what, when, and where you study.

Aimed at working executives, candidates can select their own end goals and solve the business challenges they are currently facing. Geneva Business School's environment of experienced professionals offers unique insights and personalized mentoring that develop the business knowledge and soft skills needed for 21st-century leaders.

The IEMBA allows candidates to work wherever and whenever they want. A hybrid of online and in-person coursework and case studies, you can complete the work in your own time, at your own pace, and from your own home, office, or on the go.

This revolutionary new course is ideal for experienced professionals working full time, parents who need a course that can fit around their work and home life, or those who are between opportunities and want to return to working life with the skills and qualifications that will take them to the next level.

Why choose a one-size-fits-all MBA? At Geneva Business School, we use the diversity of our experienced professional faculty to offer a customizable program, so everything you study is immediately relevant to your individual needs and goals.

This makes the course ideal for business professionals who are ready to shape their own future. If you have a business problem or an innovative idea that you want to focus on intensely, the IEMBA is for you.

Although your location will be flexible, collaboration is a key feature of the IEMBA. You will work with like-minded international business executives who share your passion to make an impact – intrapreneurs who may become future business partners or collaborators.

Despite the distance learning aspect of the course, our faculty work closely with you, guiding you towards your goals. Their work in industry will help you grasp the latest trends, and also expand your professional network internationally.

Each semester, the community will come together in our campus cities for two intensive weeks featuring core interpersonal and quantifiable classes, events, featuring guest speakers, company visits, and face-to-face meetings with supervisors to social events and networking dinners.

Our blended learning approach brings together online classes, group work, and case studies, with face-to-face workshops, project analysis, and guest lectures in our international campus cities. This methodology reflects modern business: global, adaptable, and innovative.

The online aspect, which makes up the vast majority of the program, gives you access to top-quality changemakers around the world. Our specialists are not just limited to business: you will have access to international relations, personal development, and technological experts who provide a vast, yet deep, global understanding.

Barcelona Campus

Carrer de Rivadeneyra 4

08002 Barcelona, Spain

T +34 93 481 65 06 | W gbsge.com | E barcelona@gbsge.com





Being in such close contact with industry professionals, program advisors, and other candidates opens up unique networking opportunities all over the world.

This International Executive MBA is fully customizable. All candidates work through 8 core modules with the added option to take additional specialized courses to deepen your knowledge and support the development of a final business project. This final project will aid in solving a business issue or explore an area of business that will help you move up in your professional life.

Geneva Business School has campuses in Switzerland and Spain, where they offer Undergraduate and Postgraduate programs for students who want to shape their future careers. The International Executive MBA program is an extension of the school's motto, "Real Business. Responsible Leaders" by giving their candidates the tools and support to lead with integrity and develop practical skills at the highest level.

Highlights of the International Executive Master of Business Administration (IEMBA):

- Best suited to someone with extensive professional experience or someone in a managerial role who seeks to manage at a senior executive level
- Flexible study load for busy executives looking to reach their full potential
- Online course with two weeks per semester on campus
- Exclusive networking and collaboration with other professionals
- Three semesters for a competitive price with corporate intakes available
- Personalized career guidance and mentoring

Discover more about the IEMBA: <https://gbsge.com/international-executive-mba/>

Contact our Admissions Team for more information or to apply: admissions@gbsge.com

Barcelona Campus

Carrer de Rivadeneyra 4

08002 Barcelona, Spain

T +34 93 481 65 06 | W gbsge.com | E barcelona@gbsge.com

