

**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

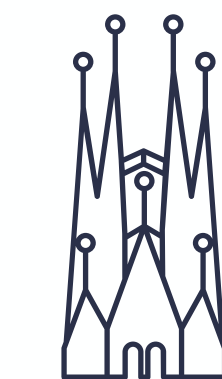
Name changed to Geneva Business School to reflect our emphasis on practical business education

2009

## OUR HISTORY



**Geneva Business School**<sup>®</sup>  
*Real Business. Responsible Leaders.*

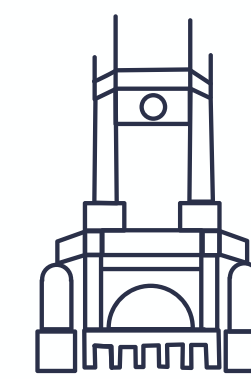


Barcelona campus opens

2012

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

2017



Madrid campus opens

2018

Barcelona and Madrid both move to new campuses

The opening of Rome campus is announced!

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

2020

# INTERNATIONAL EDUCATION FOR THE GLOBAL MARKETPLACE

Our admissions team is always available to answer your questions:

[admissions@gbsge.com](mailto:admissions@gbsge.com)



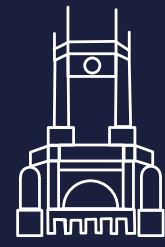
## Geneva

La Voie-Creuse 16  
1202 Geneva Switzerland  
+41 22 906 94 94  
[geneva@gbsge.com](mailto:geneva@gbsge.com)



## Barcelona

Carrer de Rivadeneyra 4  
08002 Barcelona Spain  
+34 93 481 65 06  
[barcelona@gbsge.com](mailto:barcelona@gbsge.com)



## Madrid

Calle del Conde de Peñalver 45  
28006 Madrid Spain  
+34 910 353 469  
[madrid@gbsge.com](mailto:madrid@gbsge.com)



## Online

Choose from our online programs and study from anywhere in the world  
[admissions@gbsge.com](mailto:admissions@gbsge.com)

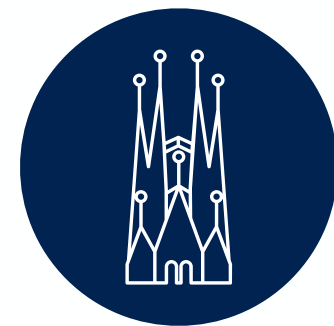


# A DIVERSE CAMPUS NETWORK



## 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



## Online

Study remotely from anywhere, no visa required, flexible schedules for full time executives

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	✓	✓	✓

Spring / Fall 2022

# BACHELOR'S ACADEMIC CALENDARS

Download our academic calendars for the Geneva, Barcelona & Madrid Campuses to find out all the academic events, public holidays, Welcome Week, and more.

Geneva

Barcelona

Madrid



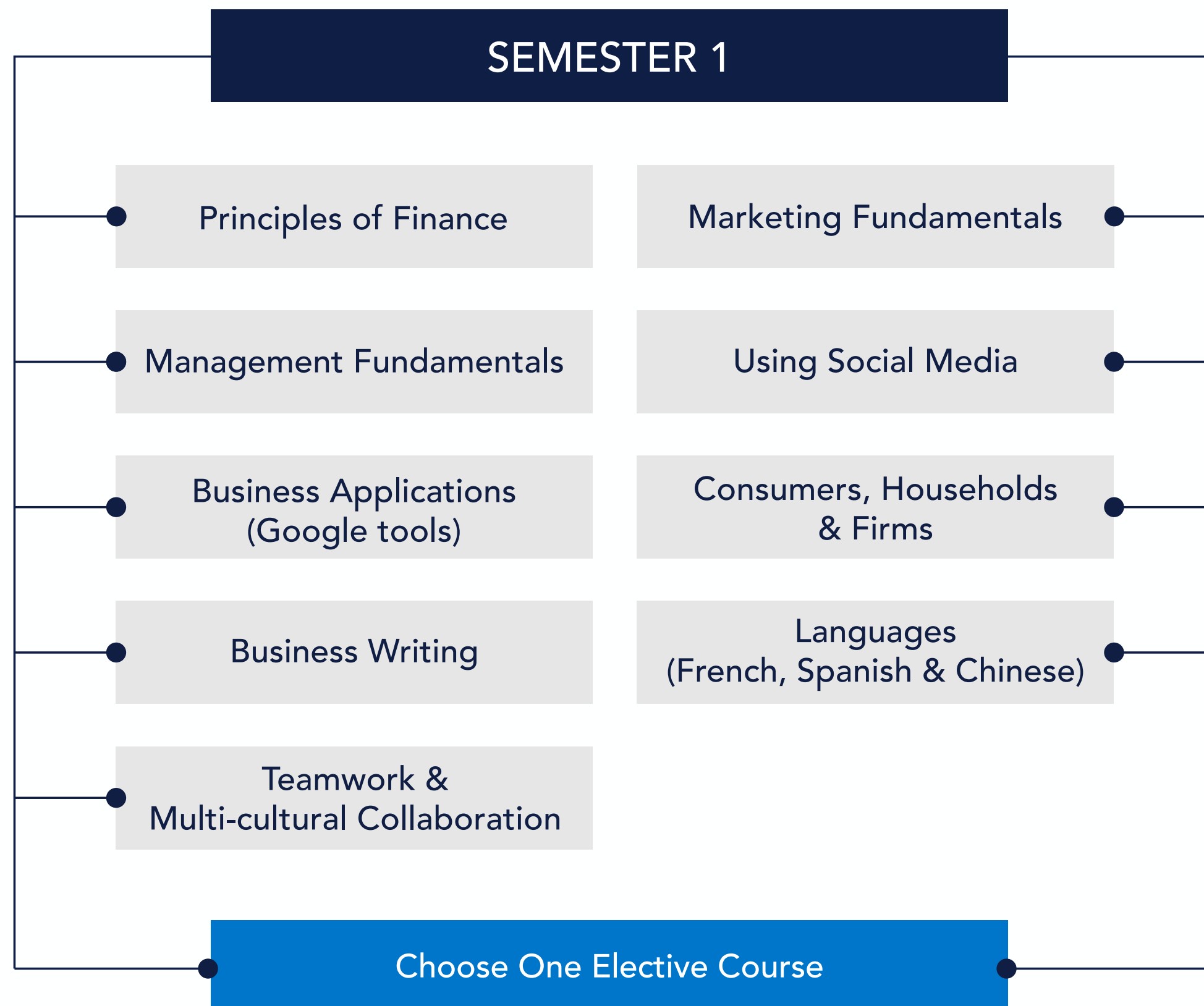
# BACHELOR OF INTERNATIONAL MANAGEMENT (BIM)

---

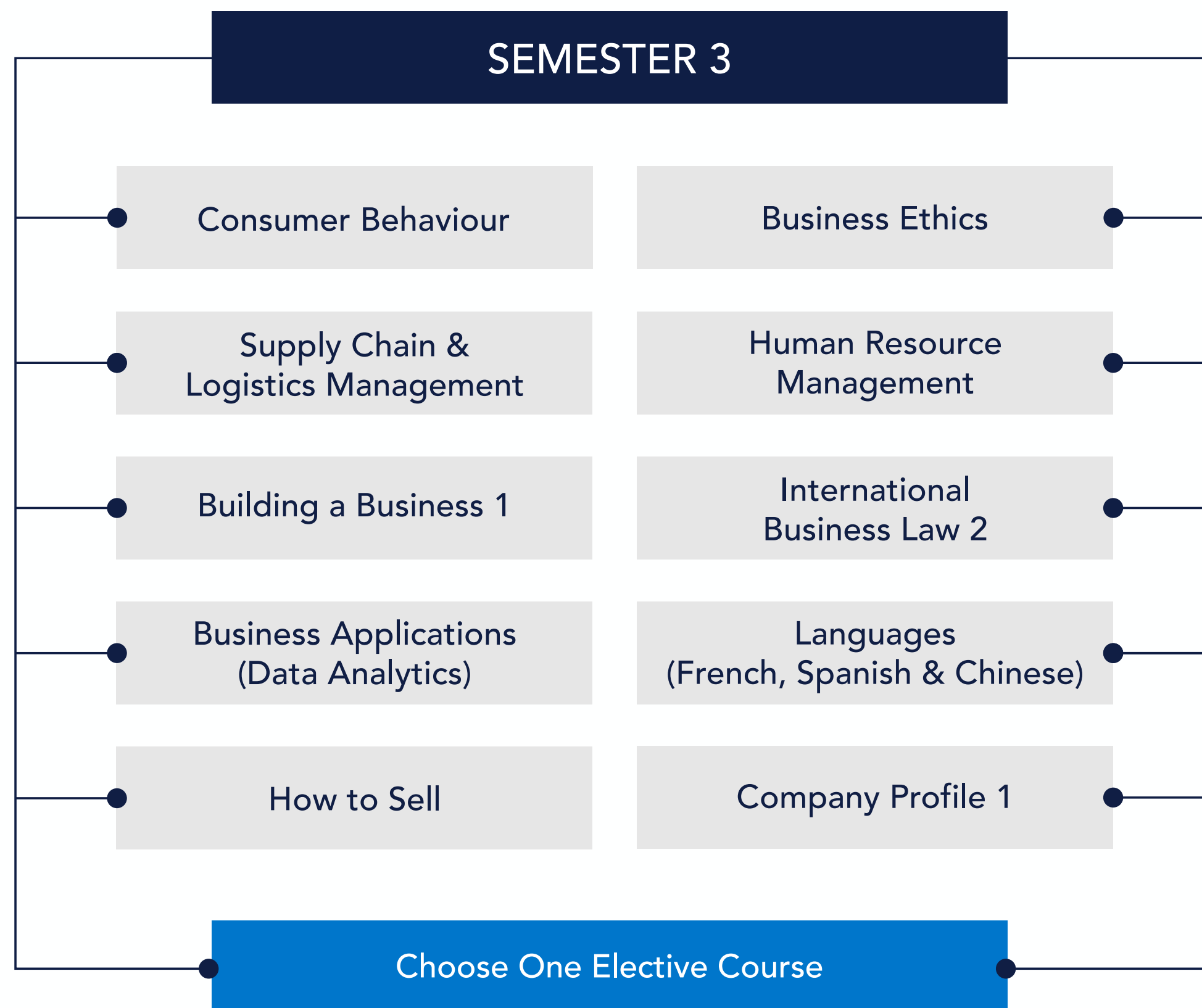
## Study plan

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 bachelor's degree is 180.

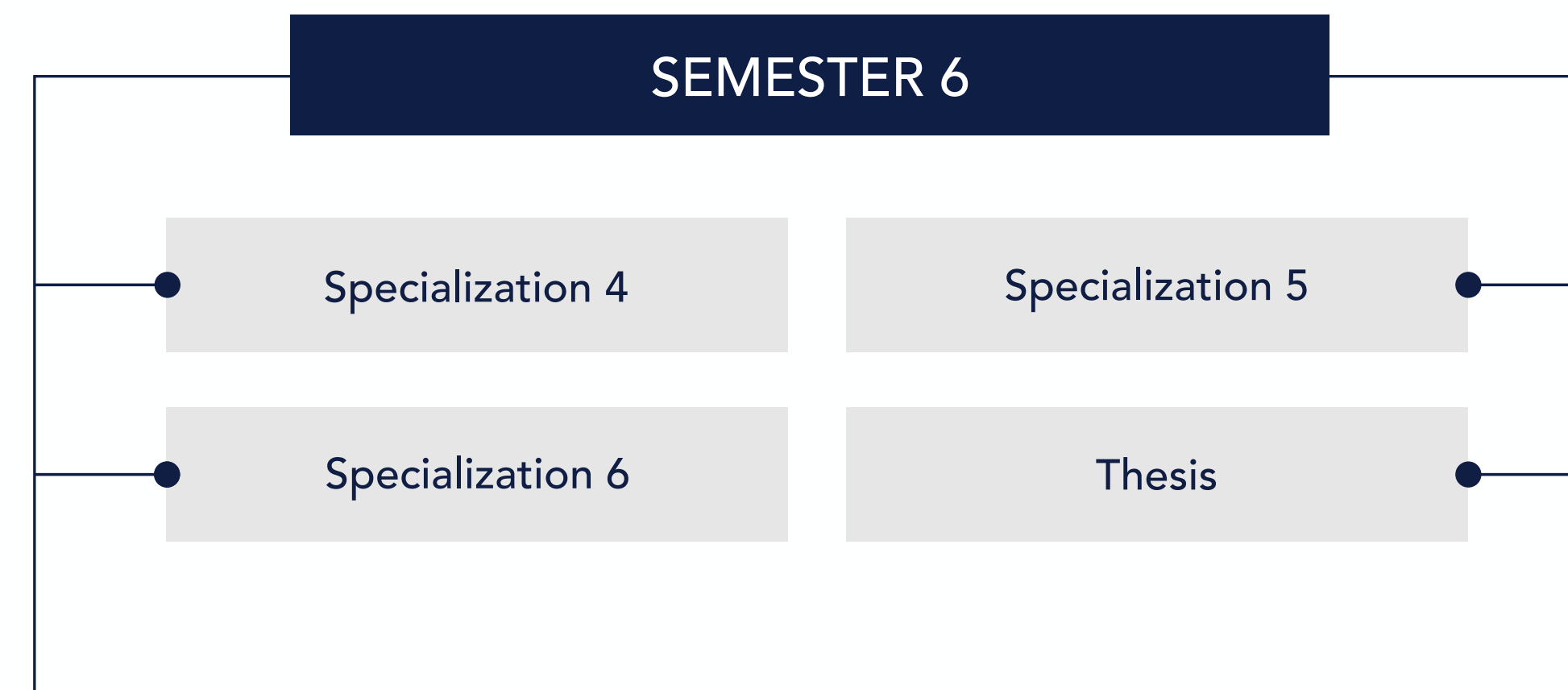




Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.



Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.



Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.

# SPECIALIZATION

## International Relations

- Global Organizations
- Global Environmental Governance
- Geopolitics
- Natural Resource Conflict
- Cyber Diplomacy
- Global Environmental Governance
- International Relations
- Diplomacy and Business
- Political Analysis
- Intelligence Gathering
- International Human Rights Law

## International Management

- The Learning Organization
- Corporate Social Action
- Performance Management
- Managing a Remote Team
- Multicultural Management
- Agile Management
- Critical Issues in Management
- Business Analytics
- Family Business Management
- Management, Organizations & Society

## International Finance

- International Financial System
- Mathematics of Finance
- Financial Derivatives
- Startup Finance
- Financial Modeling
- Business Life Cycle Financing
- Financial Statement Analysis
- Financial Management
- Portfolio Management
- Financial Instruments: Options & Bond Markets

Students undertake 6 specialization courses,  
those listed are indicative of the types of courses on offer.

# SPECIALIZATION

## Sports Management

- Leadership and Innovation in Sports
- eSports Management
- Global Expansion in Sports
- Sports and Technology
- Sports Psychology
- Sports Law
- Ethics and Professionalism in Sport
- Fan Engagement
- Athlete and Player Career Management
- Digital Marketing in Sport
- Stadium and Event Management
- Financial Strategies in Sports

## Entrepreneurship

- The Entrepreneurial Mindset
- Social Entrepreneurship
- Data Analysis for Startups
- Managing & Financing Innovations
- Design Thinking
- Business Simulator
- Entrepreneurship & Intrapreneurship
- The Business Plan
- New Business Models
- Disruptive Leadership & Management
- Analysis of Niche Market Opportunities

## Digital Marketing

- UX Design
- Marketing and E-commerce
- Agile Marketing
- Digital Revolution
- B2B and B2C Digital Marketing
- Current trends in digital marketing
- Web and Mobile Design and Usability
- Understanding SEO
- Digital Marketing Channels
- Consumer Behaviour in the Online Environment
- Social Media and Virtual Communities in Business

Students undertake 6 specialization courses,  
those listed are indicative of the types of courses on offer.

1.5 year program  
/ 3 semesters

# MASTER OF INTERNATIONAL MANAGEMENT

International Management
International Finance
Digital Marketing
International Relations
Sports 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 weeks of intensive sessions on other campuses
- Two career days and active support in finding internships

Geneva	Barcelona	Madrid
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓

Spring / Fall 2022

# MASTER'S ACADEMIC CALENDARS

Download our academic calendars for the Geneva, Barcelona & Madrid Campuses to find out all the academic events, public holidays, Welcome Week, and more.

Geneva

Barcelona

Madrid



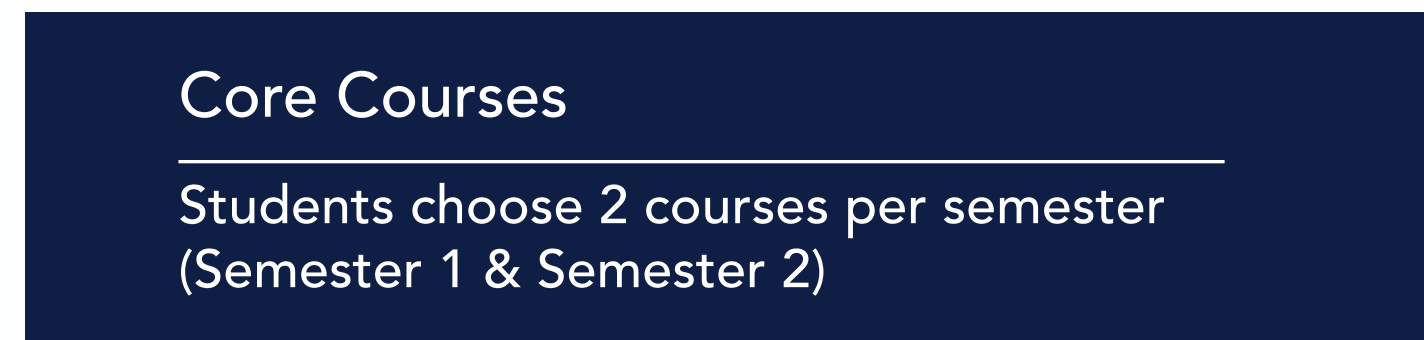
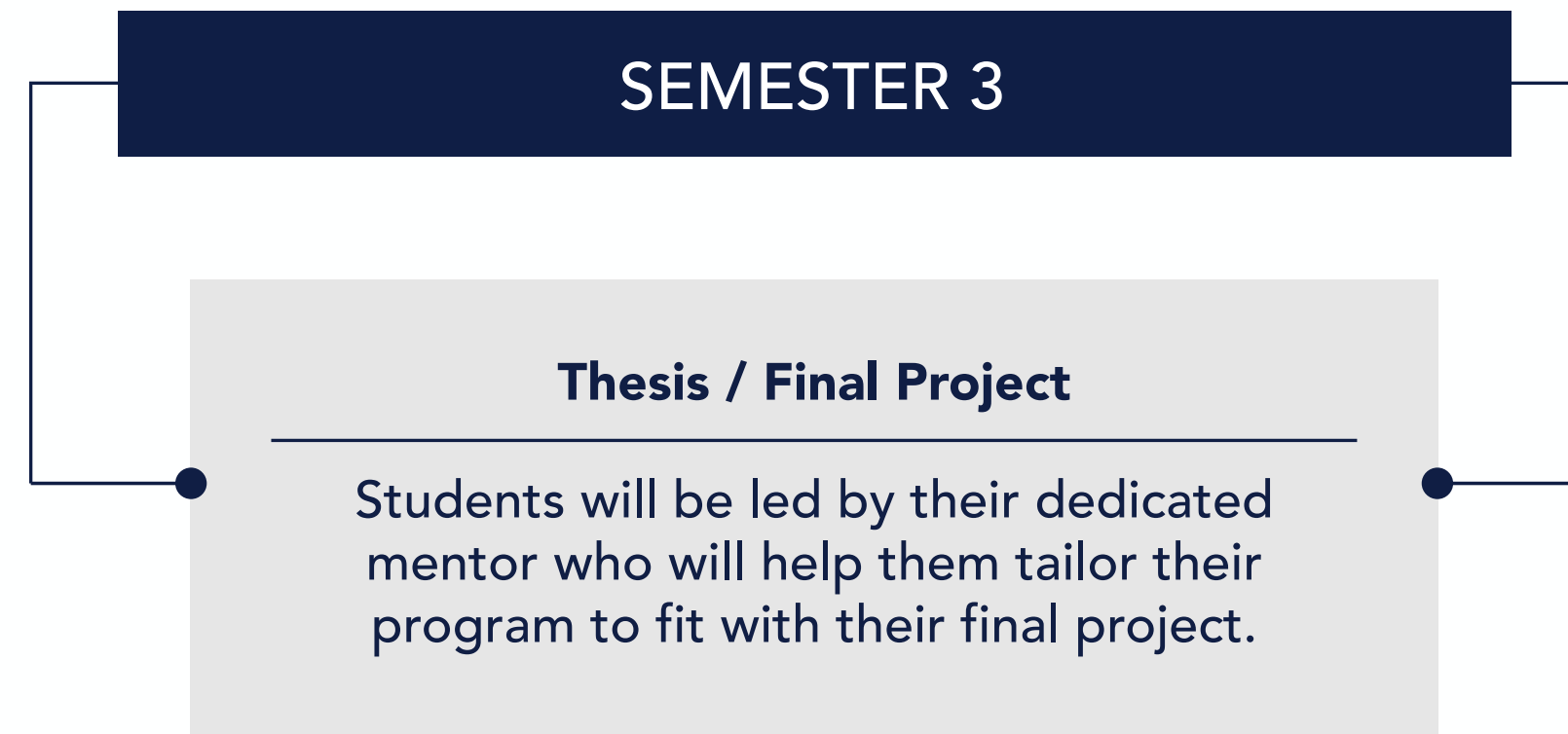
# MASTER OF INTERNATIONAL MANAGEMENT (MIM)

---

## 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.



- Entrepreneurship for Social Impact
- Supply Chain & Logistics Management
- Business Finance & Accounting
- Managing Strategic Communications Ecosystems



# 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

# MASTER OF BUSINESS ADMINISTRATION



**CAMPUS:**  
Geneva



**DURATION:**  
1.5 year program /  
3 semesters



**FACULTY:**  
Industry Experts



**LANGUAGE:**  
English



**INTAKE:**  
September  
February

## CAREER OPTIONS

---

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

## FACTS

---

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

# MASTER OF BUSINESS ADMINISTRATION (MBA)

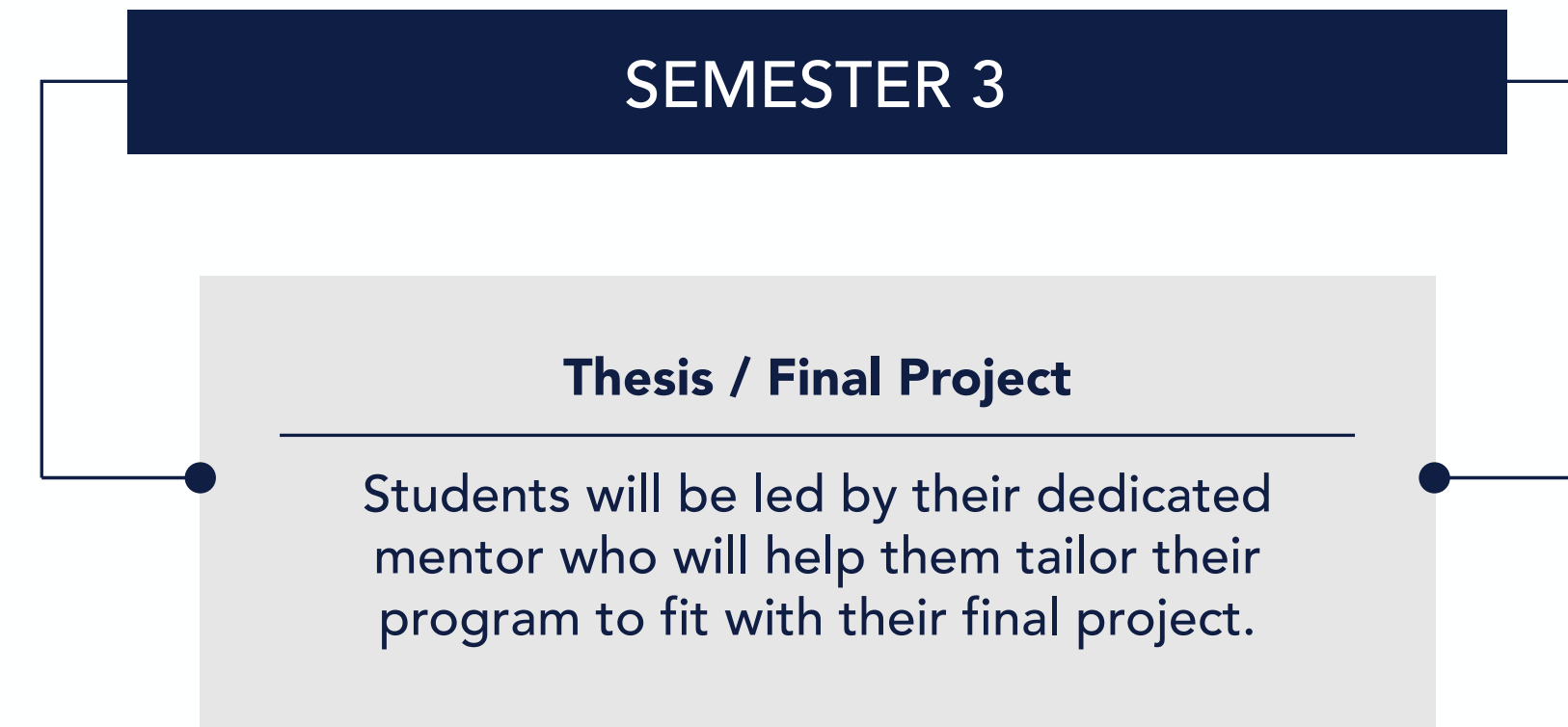
---

## Study plan



These study plans are for indicative purposes only. Programs may vary on each Geneva Business School Campus. The minimum number of ECTS credits required to graduate with a master's degree is 90.







# FINE ART INTERNATIONAL MANAGEMENT MBA (FAIM)

## A Business Graduate Degree in Fine Art



**DURATION:**  
1.5 year program /  
3 semesters



**INTAKE:**  
September  
February



**CAMPUS:**  
Online



**LANGUAGE:**  
English

Geneva Business School, with the assistance of leading experts and innovators in the business of fine art, plans to develop the next generation of managers in the Fine Art sector. Students will learn from leading experts in **Art Finance, Art Law, Compliance & Money Laundering (AML), Art History, Fine Art Logistics, Entrepreneurship**, and more.

A management program of this caliber and depth does not exist anywhere else in Europe. Geneva Business School has created an expert faculty selected from industry leaders such as **Lalive** (Art Law pioneer), **Deloitte** (Art Finance), **Institut Restellini** (Museum Management and Forensic Scientific Analysis), **Nelly Wenger & Associates** (Strategic Event Management), **Charly Bailly / Opera Gallery** (Entrepreneurship), **ArtNow!** (Art History), **ArtBasel**, and **Artnet** for **the only MBA of its kind**.

ART NOW!



INSTITUT  
RESTELLINI

AUC  
ART

helvetia



LALIVE



# FINE ART INTERNATIONAL MANAGEMENT MBA (FAIM)

---

## Study plan



These study plans are for indicative purposes only. Programs may vary on each Geneva Business School campus. The minimum number of ECTS credits required to graduate with a master's degree is 90.





## SEMESTER 1

History of Art

Museum Management

Art Market Entrepreneurship

### Elective Courses

Students can choose 3 courses from any Master's programs, that are useful for their final project or that they are interested in.

**Leadership Development Weeks**

## SEMESTER 2

Cultural Project Management

The Logistics of Fine Art

Art Law, Ethics and AMLA

Art as a Financial Investment

### Elective Courses

Students can choose 3 courses from any Master's programs, that are useful for their final project or that they are interested in.

**Leadership Development Weeks**

## SEMESTER 3

### Thesis / Final Project

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

### Leadership Development Weeks

Managing and Investing in People  
Data-Driven Decision Making

Managing Change  
Results-Driven Digital Marketing

Environmental & Sustainability Management  
Decision Making for Business Leaders

Business Ethics & Law  
Innovation & Digital Transformations



**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.



### Academic Calendar



**CAMPUS:**  
Online



**DURATION:**  
1.5 year program / 3  
semesters



**FACULTY:**  
Industry Experts



**LANGUAGE:**  
English



**INTAKE:**  
September  
February

# INTERNATIONAL EXECUTIVE MBA (IEMBA)

---

## Study plan



These study plans are for indicative purposes only. Programs may vary on each Geneva Business School campus. The minimum number of ECTS credits required to graduate with a master's degree is 90.



## SEMESTER 1

### Mentoring Modules

Operations & Finance

Project Management

Business Modelling & Branding

Digitalization

Communication & Influence

**Leadership Development Weeks**

## SEMESTER 2

### Mentoring Modules

Operations & Finance

Project Management

Business Modelling & Branding

Digitalization

Communication & Influence

**Leadership Development Weeks**

## SEMESTER 3

### Thesis / Final Project

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

### Leadership Development Weeks

Managing and Investing in People  
Data-Driven Decision Making

Managing Change  
Results-Driven Digital Marketing

Environmental & Sustainability Management  
Decision Making for Business Leaders

Business Ethics & Law  
Innovation & Digital Transformations

3-year program  
/ 9 terms

# DOCTOR OF BUSINESS ADMINISTRATION (DBA)

**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.



# DOCTOR OF BUSINESS ADMINISTRATION (DBA)

---



**DURATION:**  
3 years /  
9 terms



**INTAKE:**  
September  
February



**CAMPUS:**  
Online



**LANGUAGE:**  
English

During years one and two of your **Doctor of Business Administration (DBA)**, you will undertake six self-study courses through our innovative **online learning platform**. These are designed to equip you with the skills you will need for your business research project during your third and final year.

Your project could focus on a real-life business situation or a problem that you are dealing with in your current work situation. It could also be a business idea that you want to explore or focus on or current ideas that are impacting the industry you are working in.

# DOCTOR OF BUSINESS ADMINISTRATION (DBA)

---

## Study plan



These study plans are for indicative purposes only. Program may vary in each term. The minimum number of ECTS credits required to graduate with a doctorate degree is 240.



## YEAR 1

### Management Research Perspectives

Introduces students to the core concepts, skills, and tools they will need as business researchers. After completing the course, students will have acquired a strategic-level perspective on the broader research process and insight into the latest cutting-edge trends in management research.

### Developing Business Intelligence

Guides students through the process of finding and critically analyzing business literature. Students will be encouraged to develop creative approaches to seeking sources and by the end of the course will have completed the first draft of their literature review.

### Problem-Solving Using Qualitative Data Analysis

Reviews how qualitative research methods can be used to answer business research questions. They will finish the course with both theoretical and practical understanding of qualitative methods.

## YEAR 2

### Problem-Solving Using Quantitative Data Analysis

Explores the challenges and opportunities faced by businesses in a rapidly changing world. By looking at issues such as sustainable development and the impact of technology, candidates will develop a sophisticated understanding of the global business environment and how their research fits into it.

### Contemporary Business Issues

Offers an in-depth understanding of qualitative research methodologies and the opportunity to develop advanced knowledge of software such as Excel and SPSS, and by the end of this course, students will have completed the first draft of the methodology section of their thesis.

### Reflecting On Business Practice

Examines how key concepts in business theory can be applied to real-world business situations. By the end of the course, candidates will have thoroughly analyzed their own research project and its potential for real-world impact.

## YEAR 3

### Business Project

Students create and present their thesis document and defend it before a panel of experienced professionals.

## Academic credit

### Core Courses

90 ECTS

6 core courses worth 15 ECTS each

### Check-in

10 ECTS

2 check-ins worth 5 ECTS each

### Final project

140 ECTS

A Business Research Project

### TOTAL

240 ECTS



# YEAR 1 - 3

## YEAR 1

### Course 1

- Module 1: Research
- Module 2: Process
- Module 3: Tools

### Course 2

- Module 4: Get Started
- Module 5: Sources
- Module 6: Conducting Research
- Module 7: Writing

### Course 3

- Module 8: Qualitative Research
- Module 9: Data Collections Methods
- Module 10: Data Analysis

## YEAR 2

### Course 4

- Module 11: Intro to Quantitative Data
- Module 12: Data Analysis
- Module 13: Advanced Data Analysis

### Course 5

- Module 14: Innovation
- Module 15: Global Competition
- Module 16: Business Values

### Course 6

- Module 17: Theory to Business
- Module 18: Adaptation and Change
- Module 19: Global Perspectives
- Module 20: The Future of Leadership

## YEAR 3

### Business Project

Students create and present their thesis document and defend it before a panel of experienced professionals

# DBA TESTIMONIALS



“

*The information given by the school is precise, the learning materials are current and the concepts put forward are contemporary.*

”

Amy Lee  
Australia, DBA student



“

*My doctoral journey has been greatly filled with well-structured learning programs, wonderful mentorship and unique opportunities to bridge the gap between theories and practicality.*

”

Thi Quynh Chi Nguyen  
Vietnam, DBA student



“

*The DBA is a unique program, which is a perfect symbiosis of research and management practices.*

”

Assel Narymbetova  
Kazakhstan, DBA student

# 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!

# RESEARCH CENTER

## Our Research Hub

A platform for staff, faculty and research students to share ideas and collaborate. All conversations are moderated by our Research Fellows.

[Our Research Hub](#)

---

## Our Publications

Here you will find all research produced by faculty, students and staff of Geneva Business School.

[Research Repository](#)

# 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

Bachelor's Alumna 2021





# MOHAMMAD EL SARRAG

Egyptian

CEO Hotdesk

Bachelor's 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**.

[Learn More >](#)



# SLAHDE SEALE

South African  
Founder Quoin Cards  
Bachelor's Alumnus 2021





# SARA JACH

Sweden

Founder ReBorn

Bachelor's Alumna 2021



[Learn More >](#)



# AINIS VISOKINSKAS

# JUSTAS BERZINSKAS

Lithuanian

Co-founders of Kloogo

Bachelor's Alumni 2021

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**

**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.





# PLANT A TREE FOR YOUR PROGRAM

---

As **#ResponsibleLeaders** we want to make a positive impact on the world. Geneva Business School plants a tree in collaboration with **Tree Nation** for every student at the start of their program.

Each tree planted will:

- grow as your education develops
- offset the carbon footprint of your program

This unique initiative helps us to contribute to a sustainable society, our vision for the future of Geneva Business School.

[Learn More >](#)

# FEES

Program	Administration Fee		Tuition Per Semester / Term	
	Switzerland	Spain	Switzerland	Spain
 <b>BACHELOR'S</b> 3 year program / 6 semesters	CHF 3,000	EUR 1,900	CHF 12,450 Per semester	EUR 6,950 Per semester
 <b>MASTER'S</b> 1.5 year program / 3 semesters	CHF 3,000	EUR 1,900	CHF 10,250 Per semester	EUR 5,450 Per semester
 <b>MBA</b> 1.5 year program / 3 semesters	CHF 3,000		CHF 12,950 Per semester	
Online Programs	Worldwide		Worldwide	
 <b>FAIM</b> MBA with a specialization in Fine Art International Management 1.5 year program / 3 semesters	EUR 1,900		EUR 17,000 Per semester	
 <b>IEMBA</b> (Online) 1.5 year program / 3 semesters	EUR 1,900		EUR 9,960 Per semester	
 <b>DOCTORATE</b> (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 57th 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 list us as one of the Best Business Schools in Switzerland.

We received a student-voted Global Student Satisfaction Award for Career Development in 2021.



# 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](#)

[Book a Meeting](#)





Geneva  
Business School®

*Real Business. Responsible Leaders.*

THANK YOU!

[www.gbsge.com](http://www.gbsge.com)



genevabusinessschool



genevabusinessschool



GenevaBusinessSchool



Geneva Business School



Geneva Business School



GBSNews