



BACHELOR'S DEGREE PROGRAM

Geneva Business School and The International Center of European Football are delighted to introduce their new partnership offering a Bachelor's degree in International Management to high-potential football players.

INTERNATIONAL CAMPUS NETWORK

At Geneva Business School, we are celebrating 25 years of cutting-edge, Swiss-quality education. Since our creation in 1995, we have developed from a single campus to state-of-the-art campuses in Geneva, Barcelona, and Madrid, with plans to expand even further.

PROFESSIONAL FACULTY



FRANK HENDRICKX

Professor of
Sports Management

“ A Sports Management degree allows those students interested in both business and sports to follow their passion for the sports world obtaining all the necessary skills to become the future leaders and managers in the Sports Industry. ”

TAILORED PROGRAMS

Our programs are adapted to student-athlete training schedules, with classes running from 09:00 to 13:00 and degrees spread out over four years. Students will also be able to attend exclusive conferences and events with world-class experts in their fields.

HIGH-ACHIEVING STUDENTS



AMY WANDAY

Bachelor's student Sports Management
CEO African Sports Network

“ Studying sports management at Geneva Business School has opened many different paths for me, I started just attending conferences and networking events, and now I've moved to a different level where I'm actually going to be speaking at conferences. ”





BACHELOR OF INTERNATIONAL MANAGEMENT

With specializations in:

International Management

The Bachelor of International Management is an undergraduate degree designed to give you the tools to become a successful manager in the constantly changing business world. This specialization will allow you to:

- Gain problem-solving management expertise
- Obtain private and public market management analytical skills
- Analyze business structures and identify areas to implement new methods and best practices
- Design and build new management strategies



BACHELOR OF INTERNATIONAL MANAGEMENT

With specializations in:

Sports Management

The Bachelor of International Business Management with a Specialization in Sports Management is designed to provide you with the organization and communication tools to manage sports events, teams, federations, and sports clubs. Throughout the course, you will:

- Develop the communication and technical skills to be a key player in the sector
- Gain insight into practical business planning and management
- Learn how to efficiently plan sporting events, manage team organization, merchandising, and marketing

CAREER OPPORTUNITIES

Our students can find careers in the following roles:



International Management

- Human Resources Management
- Supply Chain Management
- Business Analyst
- Director of International Management
- Business Development Coordinator
- Management Analyst
- Executive within a company or organization
- Entrepreneur
- Manager of International Luxury Brands



Sports Management

- Gameday Operations Manager
- Public Relations Representative
- Business Analyst
- Athletic Director
- Sports Agent
- Event Manager
- Marketing Director

Accreditations



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, entering their global ranking of top business schools.

The website studying in Switzerland places us 7th in the top 10 Best Business Schools in Switzerland in 2019.



Admissions Requirements

You can find full details about the admission process and requirements by contacting your agent: jlozano@theicef.com



Geneva Campus

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