



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

BACHELOR

OF INTERNATIONAL MANAGEMENT

Bachelor's · Master's · MBA · Doctorate



SWISS QUALITY EDUCATION,
INTERNATIONAL NETWORK
AND PERSONALIZED MENTORING

Our Campuses:

- ▶ Geneva
- ▶ Barcelona
- ▶ Madrid

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IF OPPORTUNITY
doesn't knock ...

BUILD
a New Door



WHAT MAKES US UNIQUE?





Geneva Business School®

Real Business. Responsible Leaders.

Geneva Business School is a leading business school providing cutting-edge, Swiss-quality education on a global scale. We are at the forefront of innovative learning methods and committed to using new technologies inside and outside the classroom.

Students enjoy personalized mentoring, tailored education, and unique networking opportunities and events.

We offer support and guidance for both internships and business ventures, as well as career mentoring to prepare you for the world of work.

Our faculty members are all professionally active and share valuable insights into current business trends as well as access to their own global networks. They organize business challenges, from creating companies and writing business plans, to market research and much more.

Geneva Business School is uniquely positioned to give you that competitive edge. Our innovative learning methods, professional faculty, and student care make choosing Geneva Business School an investment in your future.



REAL BUSINESS RESPONSIBLE LEADERS

Through personalized mentoring and professional coaching.



WORLD-CLASS EVENTS

We take students to top industry events where they can learn outside of the classroom.



PERSONALIZED MENTORING/ PROFESSIONAL COACHING

Our bachelor's students benefit from personalized mentoring and our master's, MBA and doctorate students from professional coaching.



INDIVIDUAL ATTENTION

With our small classes, Geneva Business School ensures no student is left behind.



PROFESSIONAL FACULTY

All highly experienced and active professionals in their respective fields.



CUTTING-EDGE PROGRAMS

We are committed to the use of new and innovative learning methodologies.



PROFESSIONAL TOOLS

We encourage students to work with professional tools and earn external certificates to become a leader with far-reaching skills.



INTERNATIONAL CAMPUS NETWORK

All students benefit from networking opportunities in companies, at events, and with business leaders.

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BE GLOBAL

Global Education for the
Global Marketplace

Geneva

Madrid

Barcelona



WHY STUDY IN GENEVA?

- HOME OF FINANCE AND INTERNATIONAL RELATIONS
- INSPIRING ACADEMIC ATMOSPHERE AND STUDENT COMMUNITY
- ATTRACTIVE NETWORKING AND CAREER OPPORTUNITIES
- CENTRALLY LOCATED EUROPEAN BASE
- OUTSTANDING STANDARD OF LIVING IN A COSMOPOLITAN CITY



WHY STUDY IN BARCELONA?

- WORLD-CLASS STUDENT CITY WITH A VIBRANT SPORTS SCENE
- PREMIER LOCATION FOR EXPLORING AND TRAVEL
- STARTUP CAPITAL AND TOP EUROPEAN INNOVATION HUB
- EXCELLENT NETWORKING OPPORTUNITIES
- IDEAL MEDITERRANEAN CLIMATE AND LIFESTYLE



WHY STUDY IN MADRID?

- BRAND-NEW CAMPUS IN THE HEART OF MADRID
- COMMERCIAL AND CULTURAL EPICENTER OF SPAIN
- NETWORKING OPPORTUNITIES WITH LEADING EMPLOYERS
- TOP EUROPEAN CITY FOR FOREIGN COMPANIES AND INVESTMENT
- ONE OF EUROPE'S MOST WELCOMING STUDENT CITIES





A Different
Language

Different v

of Think

PREPARE FOR THE FUTURE

THE BEST PROGRAMS FOR YOU

In a world where half of the jobs of the future have not yet been created and many of the jobs of today will soon no longer exist, you will need a business education designed to meet the challenges and exciting opportunities of the impending fourth industrial revolution.

Geneva Business School's bachelor's programs will give you the competitive edge that is essential to succeed in the fast-paced current global market.

Our programs deliver project-based practical education; a paperless digital learning experience which will prepare you for the real world of work and future success in the global business world of the 21st century.



3-year program
/ 6 semesters

BACHELOR

OF INTERNATIONAL MANAGEMENT



Geneva Business School is a recognized Silver Learning Partner of ACCA (Association of Chartered Certified Accountants). Our Finance and Accounting curricula adopt both the content of this world-leading certification entity and of the CFA (Chartered Financial Analyst Institute). Our courses will prepare you for the exams that lead to the ACCA Diploma in Business and Accounting, and the CFA level 1 exam, part of the CFA designation.

You can also specialize in:

► ENTREPRENEURSHIP

While studying Entrepreneurship, you'll learn innovative ways to conceptualize, plan, and develop ideas; tackle the challenges of business; and produce a world-class business plan.

► INTERNATIONAL MANAGEMENT

International Management will provide you with a practical business education that delivers the essential theories and principles of international management. You'll be equipped with cross-cultural leadership skills, in addition to the tools required to successfully run a transnational enterprise.

► INTERNATIONAL FINANCE

The specialization in International Finance aims to give you real-world proficiency in financial and investment theories, and to provide strategies to understand the intricacies of valuation and quantitative analysis. Upon graduation, students will be ready to make a real impact in the world of international finance.

► DIGITAL MARKETING

With the Digital Marketing specialization, you'll gain a practical knowledge of new marketing technologies and best practices, business development, and strategic planning to prepare you for a career in content creation, publishing, and media companies worldwide.

► INTERNATIONAL RELATIONS

This intriguing course takes you beyond the headlines to learn about the key players and systems in world politics. Graduates will be able to pursue a career in solving world conflicts and achieving international cooperation.

► SPORT MANAGEMENT

This course is designed to prepare you for a career in sports marketing and event management. The insight you'll gain into this far-reaching sector and its global impact will fully prepare you for leadership roles in the industry.

3-year program
/ 6 semesters

BACHELOR

OF INTERNATIONAL MANAGEMENT

	GENEVA	BARCELONA	MADRID
INTERNATIONAL MANAGEMENT	✓	✓	✓
ENTREPRENEURSHIP	✓	✓	✓
INTERNATIONAL FINANCE	✓	✓	✓
DIGITAL MARKETING	✓	✓	✓
INTERNATIONAL RELATIONS	✓		
SPORTS MANAGEMENT		✓	✓



OPPORTUNITY

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BUILD

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WHAT OUR STUDENTS SAY





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LinkedIn today!**

www.linkedin.com/company/geneva-business-school



Maryam Abduljabbar

Bachelor's in International Management
Geneva Campus

"Studying at Geneva Business School introduced me to a different teaching system of learning and practicing which had a large influence on my decision to pursue my career dreams by experiencing a business oriented projects, exams and training sessions daily during my classes and connecting with big entrepreneurs who were once students at Geneva Business School just like I am now. Geneva Business School made me connect with multicultural friends and taught me an extra lesson that I will be able to transmit in my country: cultural differences should be considered as a big advantage rather than a source of conflict."



Jim Van Vugt

Bachelor's in Sports Management
Madrid Campus

"Academically and personally it's been a great choice, learning from experienced individuals that come from a high category of established jobs has given me a boost to learn more. Moreover, in terms of my bachelor's in sports management, Geneva Business School provides me with a unique chance to explore the industry as Madrid is the center of a athletic country with a variety of sport events occurring throughout the year. Geneva Business School also gives me the opportunity to take on an internship at various international companies in the sports market, which is a great chance to gain experience and develop further. Geneva Business School offered interactive classes in a multicultural environment, which demonstrated many new ideas, insights and opinions to create a higher level of thinking."



Fiona Barnhart

Bachelor's in Entrepreneurship
Barcelona Campus

"Geneva Business School offered me a fresh approach to business and to learning in general. Moving away from conventional teaching methods and exams, we are encouraged to build our own business projects, work in teams, and take learning outside the classroom. I've met friends from all over the world, and I am currently creating a global network thanks to the school's international essence. When at Geneva Business School, I feel I am in a modern and welcoming place to learn business."

ACCREDITATIONS

Accredited by



Member of



SAPIHE ASIPES

WORLD RANKINGS

World Rankings

We are ranked 61st out of the world's top 100 business schools, according to *CEOWorld Magazine*.

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



YOUR FUTURE STARTS TODAY

**Invest in your future.
Apply now.**

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. We are looking for future leaders.

**If you aim to be a responsible leader
of the future, contact us today.**





ADMISSION REQUIREMENTS

ACADEMIC REQUIREMENTS

Swiss Maturité, International Baccalaureate (minimum 30 points), 3 A-levels, a high school diploma or equivalent.

ENGLISH REQUIREMENTS

Official English exam results

TOEFL: 70 / IELTS: 6.0

If an official English exam certificate cannot be obtained, we will consider proof of studying previously in an English-speaking environment for a minimum of three years or an interview in English with a Geneva Business School representative.

REQUIRED DOCUMENTS

To apply, you must send the following documents to your Admissions Manager:



Photocopy of valid passport/
national ID card



A scanned copy of all required
academic diplomas, transcripts,
and academic certificates



One reference letter



Receipt for the payment of the
application fee



Resume/CV



A 500-word written response to a
business case study.

Applicants will participate in a
interview with a representative
from academic team on their chosen
campus. Their responses to the
case study will be discussed in the
interview.



TUITION FEES

Bachelor's Fees for 2020

Geneva Campus

Application Fee: CHF 150 (non-refundable, paid upon application)

Administration Fee: CHF 3,000 (one-time fee, 80% refund if the entry visa or residence permit is refused by the visa authorities)

Tuition per term: CHF 12,450 (3-year / 6-semester program)
(100% refund if the entry visa or residence permit is refused by the visa authorities)

Barcelona & Madrid Campuses

Application Fee: EUR 150 (non-refundable, paid upon application)

Administration Fee: EUR 1,900 (one-time fee, 80% refund if the entry visa or residence permit is refused by the visa authorities)

Tuition per semester: EUR 6,950 (3-year / 6-semester program)
(100% refund if the entry visa or residence permit is refused by the visa authorities)

THE BOX

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