

# BACHELOR OF INTERNATIONAL MANAGEMENT (BIM)



## STUDY PLAN

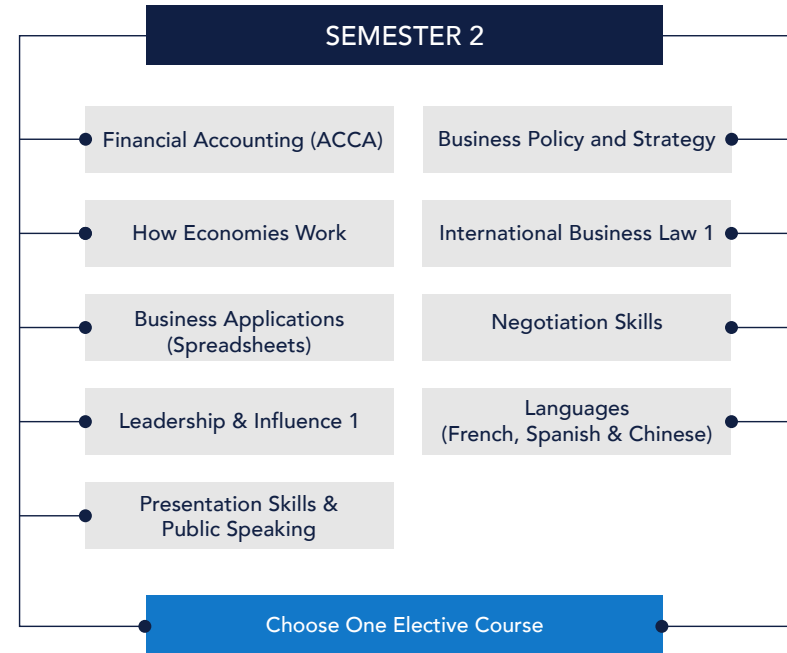
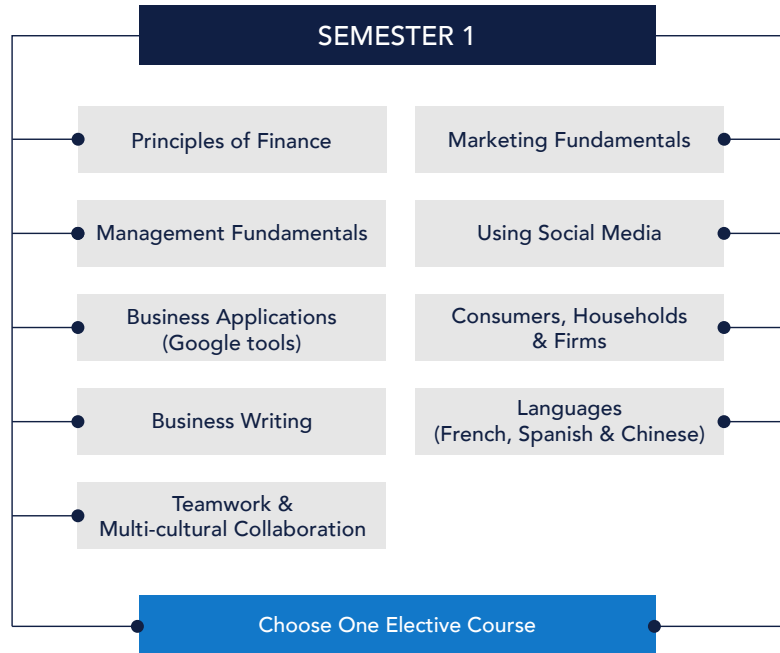
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**These study plans are for indicative purposes only.** Programs, courses, and sequences may vary on each Geneva Business School campus.

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.

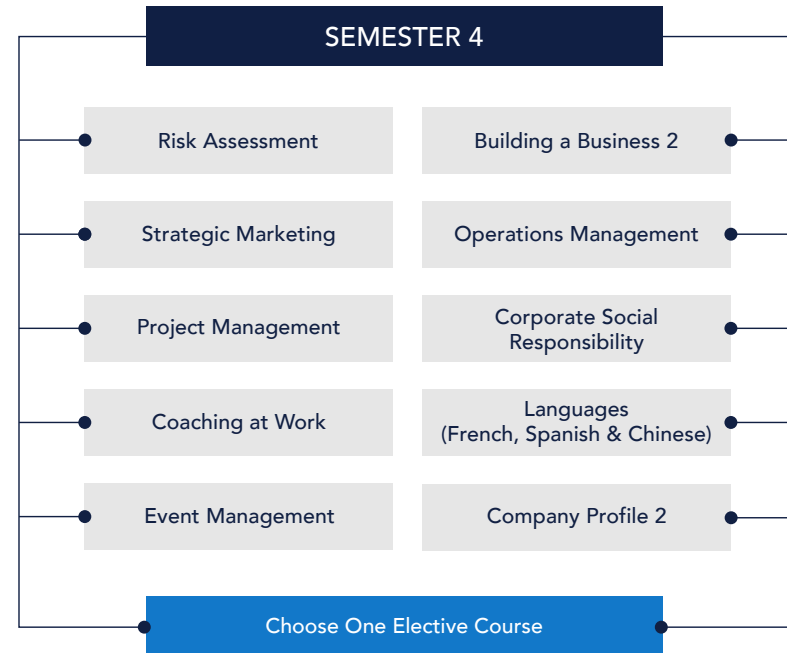


# SEMESTER 1 - 2



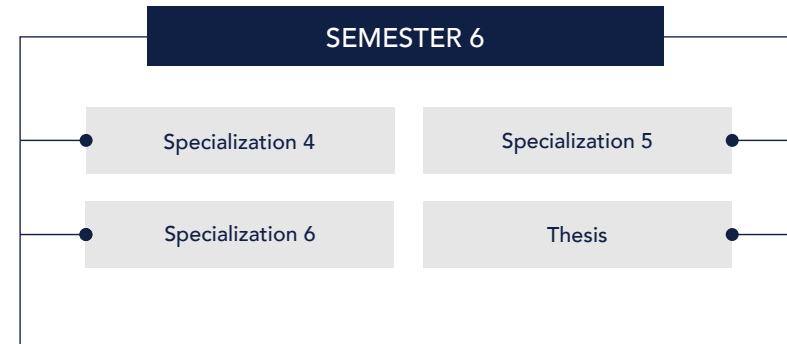
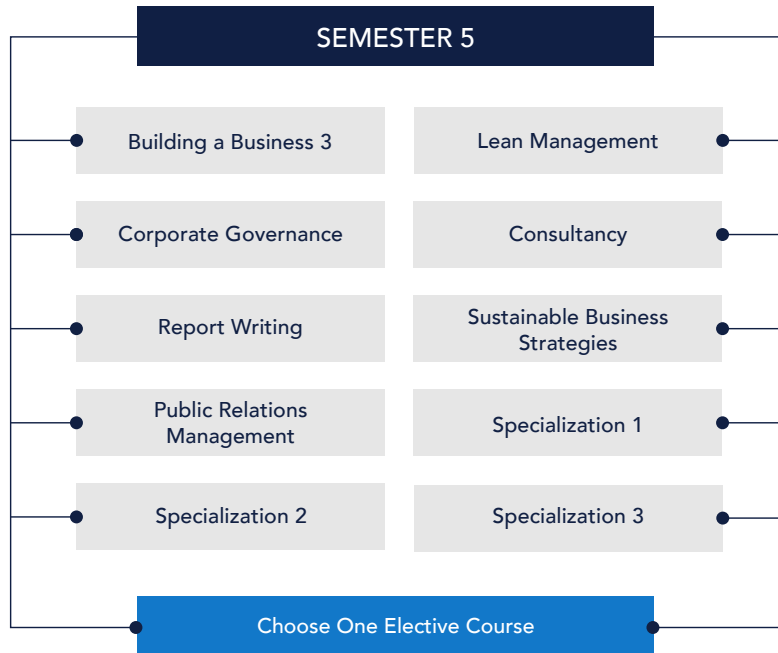
Students will undertake 2 compulsory professional experiences, one in the first year and one in the second or third year.

# SEMESTER 3 - 4



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

# SEMESTER 5 - 6



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

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FIND OUT MORE

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